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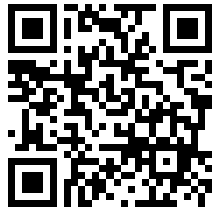

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GRADUATE SCHOOL
OF
BUSINESS ADMINISTRATION

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The ADVERTISING WORLD

JULY 1917 PRICE 1/-

HARVARD UNIVERSITY
DEC 18 1917
JAN 8 1918
RECEIVED THROUGH THE
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DOES YOUR SALES CHART show that sinister drop during Summer which implies slacking off in your efforts, or does it merely show the natural decrease due to market conditions?

Broadcast Summer advertising may not be advisable, but there is a strong case for concentration in "Punch." At a single cost you keep in touch with all the best readers of all the best papers, for they are all "Punch" readers too.

Besides the share you get of summer trade there is the big advantage of beginning Autumn with a flying start well up the hill instead of finding yourself near the bottom with practically no momentum.

ROY V. SOMERVILLE
Advertisement Manager "Punch"
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North-East Lancashire possesses two chief essentials of the profitable home market: large populations and big wage-earning capacity of the workers. It is one of the most densely populated areas in the country, and the people earn more, family for family, than those of any other part of the country.

The "Northern Daily Telegraph" covers North-East Lancashire to the extent of ten to one compared with any other daily paper.

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BLACKBURN

London Office
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Here is a book which answers all the preliminary questions you would ask before placing your goods on the Canadian market. A convenient, condensed compilation of facts and statistics relating to Canada, its people, its products, its markets, its advertising mediums—350 pages of data classified, tabulated and indexed for easy reference.

We know of no book published in the British Empire which serves its purpose so well as

LYDIATT'S

"What's What in Canadian Advertising"

Published at $2: post free for 8/6 from

"The Advertising World"

SARDINIA HOUSE,
KINGSWAY, W.C.2.

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JANUARY	...	1914
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JULY	... ...	1906
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If you have one or more copies of the above numbers, we shall be glad to purchase.

In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office

SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.

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12 WINE OFFICE COURT,
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Telephones: Holborn 2907-8.

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Catalogues · Labels
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YOUR SKETCHES WORKED OUT OR DRAWN & LETTERED

PHOTO BLOCKS Half tone & 3-Colour Line & Line Colour

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The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

JULY, 1917

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LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

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Registered Tel. Address: ADVERWARLD, HOLB. LONDON. 'PHONE: 2269 HOLBORN Cables: ADVERWARLD, LONDON

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Which would you prefer?

THE old-fashioned magic lantern had to "take a back seat" when the moving pictures arrived. Why? Because the *movement* of the cinematograph film created a fascinating interest entirely absent from the fixed lantern-slide.

In the same way and for similar reasons moving posters have an enormously greater "pulling" power. Movement means life—vitality—interest. Your proposition attracts and arrests attention if it is advertised by means of

J. WEINER'S
"VAN-AD" POSTER SERVICE

For terms and particulars apply:

32 SHAFTESBURY AVENUE, LONDON, W.

Telephone: 1128 Gerrard. Telegrams: "Lithoprint, Piccy, London."

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MR. HIGHAM invites correspondence with manufacturers who contemplate increasing their output to combat German competition after the War. He can show them how to secure increased turnover rapidly and economically. His address is IMPERIAL HOUSE, KINGSWAY, LONDON, W.C. 2.

PORTRAIT BY HUGH CECIL

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VOL. XXXII. NO. 1 JULY, 1917

WHY ADVERTISERS MUST CARRY ON

"WHAT is the use of advising people to go on advertising when they are not making enough money to pay for it?" asks a correspondent, who appears to be having a rather bad time just now.

We do not advise anyone to go on advertising if he cannot afford to do so: that is, if his financial position is such as to compel him to the heaviest of heavy sacrifices. What we suggest is that no advertiser who has a goodwill vested in a branded commodity can afford *not* to advertise unless and until he is so situated financially that he must of necessity abandon his most valuable asset. He cannot afford to discontinue advertising simply because he is doing less business and has less spare capital than in ordinary times, and would fain go in out of the rain, so to put it, until the political weather clears.

A great many of us would like to go to sleep, dormouse fashion, until the dawn of peace-time; if only we could pick up the threads

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of business and private life exactly where and as we laid them down.

Unfortunately time goes on even when folk are asleep, and things of the most profound importance happen whether the people most affected by them are attending or not.

The world will very speedily move clear away from anyone too careless or too weary to keep up with it; and it may be noted that passing events are urging the world to a headlong pace that only yesterday we should have found incredible.

It may be a breathless and straining exercise to keep up with it at present, but one must needs do so or go out of the race altogether.

The advertiser who does not keep *in* the running will be *out* of the running. That is the simple fact stated in the baldest terms. It should not be necessary to state it at all; but that not a few advertisers seem to imagine that a rest on the course will not seriously injure their chances of winning the race.

To those advertisers who all unwillingly are compelled to inactivity by sheer financial disability we tender our warmest sympathy for the loss to which the fortune of war will probably have subjected them. We cannot tell them that it does not matter, any more than we could say that a soldier's disablement is something to be dismissed without concern.

Like so many other unfortunates they will have, if they are able, laboriously to rebuild when peace comes what the war has destroyed.

Advertisers who are under no disability, but are only holding their hands now because they are afraid of strange conditions, because they have no vision for anything beyond immediate profit or because they hope somehow or another to come in at the finish without having run the course, are in another category. When they find, as assuredly they will, that they have themselves thrown away properties worth many thousands of pounds for the want of sufficient courage and prevision to spend a few hundreds their plight will deserve nothing more than the chorus of "I told you so" and "What did you expect?" that it may be relied upon to receive.

Everybody knows, or ought to know, that just as an advertising goodwill can be one of the most valuable things in commerce, so it is one of the most quickly destructible unless it receives constant, unremitting attention. Once obtained it can be maintained in a position unassailable by any enemy except neglect from within.

If those whose interest lies in maintaining it cease to devote continuous effort to its preservation it can, however strong it may appear and however long it has been established, fall into utter ruin in a few short months.

We have had some striking evidences of this in the past history of advertising, and shall be much surprised if the records of the immediate future do not furnish us with some notable examples to add to the list.

That many advertisers, without being financially embarrassed, are yet so placed that it is a great present convenience to them to retain in hand the money usually spent upon advertising we can

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readily understand. All we suggest is that they should consider carefully how far it is worth while to purchase present convenience at the price of future prospects.

And more than all we ask them to disabuse their minds of the idea that a lapsed goodwill can be renewed without difficulty or extraordinary expense. It cannot as a rule be renewed at all, but must be created afresh.

PUBLIC SERVICE AND PRIVATE EFFORT

THE success of the Liberty War Loan is something on which American advertising men are fully entitled to plume themselves mightily. "Without the aid of the advertising men we would never have pulled out," Mr. Robert W. Woolley, of the Treasury Department, has frankly admitted.

Still more noteworthy is it that what was done by the American advertising fraternity was their own doing entirely. They had no material assistance from the State, for Congress was blind to the necessity of advertising the Loan and made no appropriation for it.

It was the public spirit of advertisers and advertising men that supplied the labour and the money for which Congress made no provision. We salute them with respect and admiration.

None the less we do not think that any national Government has the right to demand, either categorically by its action or implicitly by its neglect, such a service as this from any one section of the governed. To do so is to distribute the national burden in an utterly inequitable and indefensible manner.

When certain special services or facilities are demanded from one class of workers or another in the national interest they should be paid for at a fair rate by the State; and the cost should be met by ordinary or particular taxation so that the willing are not overdriven and the "slackers" do not escape.

The Government pursues a pernicious policy which begs from the few as a gift what it is entitled to demand from all as a right.

Because this or the other body of workers are so public-spirited that they readily respond to any appeal for patriotic service there is no reason why they should constantly be called upon to work without payment. If they are, it only means that a heavy supertax is imposed upon them for being somewhat better citizens than the majority of their fellows.

While we cannot but applaud American advertisers and advertising men for the splendidly disinterested manner in which they have made up for the shortcomings of the Government in connection with the Liberty Loan, we hope that they will not allow their action to be elevated into a precedent.

It will be better for the American Government and the American people, as well as for themselves, if they make a resolute stand for the principle of equality of sacrifice whenever the State has to requisition private efforts and resources.

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HOW ADVERTISING STANDARDISES QUALITY

THE effect of advertising in standardising the quality of branded commodities was well exemplified by the refusal of the great firms of Guinness and Bass to allow the association of their world-famous names with the production of the light beers forming an essential part of the Government's current liquor control scheme.

For if each of the names of these two firms had not been made known all over the habitable globe as the mark and guarantee of certain kind and grade of drinkable they would be under no compulsion to adhere to the standard from which, as things are, they dare not depart.

Whenever the economic position of modern advertising is assailed the importance of the function it performs in thus securing to the consumer readily obtainable goods of standard quality ought to be borne in mind. As a mere convenience the service rendered is not easily exaggerated, and it is also a most valuable protection. It even protects in a measure purchasers of unbranded and unadvertised goods, for it compels the quality of these at least to approximate to the known standard of their advertised equivalents.

If there were no branded goods, or if they were not made widely known by advertising, consumers would be at a grave disadvantage in estimating the value they received for their money. They would be at the mercy of fraudulent and unscrupulous traders, for it takes an expert to discriminate nicely between different grades of common commodities as they are sold.

An advertised brand is an assurance of quality because the advertiser cannot afford to damage his own goodwill. The advertiser who tries to fob off upon the public an inferior article as one of superior quality must be a fool as well as a knave. And his folly will put him out of action even more quickly than his knavery.

Did advertising render no greater public service than we have here indicated it would deserve much more consideration than it usually receives.

"FACING MATTER" *v.* "ORDINARY POSITIONS"

LETTER we have just received from a leading New Zealand advertiser contains some interesting observations on the relative values of "next reading matter" and "ordinary position" Press advertisements.

Our correspondent is of opinion that while "facing matter" positions are undoubtedly most useful "for getting people interested in a first instance, for a line already well known, an announcement would be most effective among other advertising

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matter, for there it would meet the view of the many people interested in the subject of the advertisement: that is to say, people who are gathering information as to which purchase will be best for them out of many of the same lines advertised. For this purpose," he continues, " it should be better if the readers of the advertisements were brought into an atmosphere where their thoughts would be cut off from news matter and centred on the subject advertised. For instance, where a large sum of money is asked for the line advertised, such as a high quality automobile, I think being ' next to news ' would be detrimental, rather than beneficial, that is, all other things being equal. A poorly constructed advertisement would be waste in either space. Isn't it the ' reason why ' in the advertisement that will tell, not always the position of the space."

There is unquestionably a considerable foundation for our correspondent's contention. Newspaper readers already interested in a particular line of goods will probably give a collection of advertisements of such goods more attention than they will bestow on isolated examples. They will wish to make comparisons, and advertisements in juxtaposition will enable them to do so in the most convenient fashion.

If Press advertisers were only, or chiefly, concerned with readers already interested in their propositions " ordinary " positions might easily prove in practice more valuable than those " facing matter." But advertisers find it necessary to arrest the attention of people who, at the moment, are not in the least anxious to know anything about them or their goods; to make an impression upon the possible purchaser of the future as well as the intending purchaser of the present.

For advertising conducted with this end in view " facing matter " positions must represent the better value. They can hardly be ignored altogether, as a bulk of advertising often is by readers of newspapers and other periodicals. It may be allowed that advertisements " mixed up " with editorial reading matter—especially " solus " advertisements—act as a violent irritant upon a number of people, and to that extent do more harm than good by thrusting themselves into the limelight; but in the main the special publicity value of " facing matter " announcements has proved itself to the full satisfaction of most advertisers. The " facing matter " advertisement is certainly not in every respect more effective than one in an " ordinary " position; but it can achieve with some precision results which by any other means could only be obtained very imperfectly, and on the whole the esteem in which it is generally held is well deserved.

Its superiority is, however, becoming gradually lessened as the public in general grows more appreciative of advertising, and increasingly inclined to regard advertisements as a handy means of obtaining reliable information about all kinds of commodities.

When advertising has won for itself that place in the public regard to which enthusiastic advertising men consider it entitled there will be nothing to choose between " facing matter " and " ordinary " positions. Readers will turn to advertisements as flowers turn to the sun.

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THE ST. LOUIS CONVENTION

HOUGH, owing to circumstances which need no explanation, not so largely attended as its two immediate predecessors, the St. Louis Convention of the Associated Advertising Clubs of the World evidently marked an advance upon them in many particulars. It had a better considered programme and was characterised by a greater seriousness. This was all to the good, the latter especially, for though enthusiasm and high spirits may be excellent things in themselves their unregulated expression during a business convention is not altogether desirable.

From a table of "'High Spots' of the Convention" appearing in *Selling and Advertising* we may quote the following statistics :—

Number of delegates registered (including St. Louis)	3,750
Number registered (excluding St. Louis)	2,900
Number of delegates and visitors together (estimated)	5,500
Number of delegates registered at Chicago two years ago	4,000
Number of delegates registered at Philadelphia a year ago	5,400
Number of speeches delivered..	235
Number of words spoken, approximately	1,040,000
Number of departmental sessions	21
Number of conference sessions	4
Number of women registered—about	675
Total individual membership	17,153
Gain over 1916	1,767
Surplus in treasury	$122,588.36

The advertising men of Great Britain were naturally unable to send a special delegation to the Convention; but they had an able representative there in Mr. J. Murray Allison, who described in a most interesting address what advertising has done for this country during wartime.

WRITING IN *The Saturday Evening Post* on the pro-German propagandist campaign in Spain, Mr. Will Irwin says that its directors "made no initial mistake," and adds, "Perhaps this was because the visible head of the system had studied advertising and Press-agent methods in the United States."

Probably it was so; for there is no one else so well qualified by trained aptitudes and experience to handle such a campaign as an able advertising man.

Since recent events have emphasised so strongly the importance of organised effort to promote and preserve a national goodwill in foreign countries, we may hope, therefore, to find a new and most interesting field of action laid open to competent advertising men in the future. It is true that hitherto appointments to posts of a more or less similar nature to those indicated have been made rather on the social and political recommendations of applicants than on any consideration for their business ability and efficiency; but we may reasonably suppose that the shocks of wartime have shattered the foundations of the old-time system of jobbery and nepotism.

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VARIOUS AND SUNDRY

"The world is so full of a number of things."—*Robert Louis Stevenson.*

A Six-Hour Day—

A feature worthy of note about the luncheon at the Connaught Rooms, at which Lord Leverhulme spoke, was the presence of three members of the Aldwych Club upon whom Birthday Honours had been bestowed—Lord Leverhulme, who received a peerage, Sir Thomas Dewar, who was made a baronet, and Sir Chas. Starmer, who was knighted. Lord Leverhulme's address was of a thoughtful character, and revealed a very thorough study of the subjects on which he spoke—limitations of the hours of work and the relations of capital and labour. His plea for a shortened day's work for people engaged in dull routine toil was earnest and effective, showing real sympathy with the workers, and on such a theme few men could speak with more authority. Striking, too, was his suggestion that the workers should attend classes till they were thirty years of age. I rather wonder whether working men will care to remain "at school" so long.

—But Not for Us!

On the subject of the six-hour day Lord Leverhulme was careful to emphasise the fact that it was the monotony of the work which so many men and women had to do that made it so tiring. Men, such as those whom he was addressing, might, he observed, often work far longer hours, but their occupations were varied and therefore not nearly so tiring. So I fear it will be some time before we see a six-hour day for advertising men, even in that new heaven and new earth which some people fancy the nation is going to enjoy in the happy days after the war. Perhaps when that day does come we shall have instead to work longer hours than ever, to pay the debts which we are now so fast piling up.

A POSTER DESIGN FOR THE ROYAL FREE HOSPITAL BY MISS NORAH NEILSON GRAY

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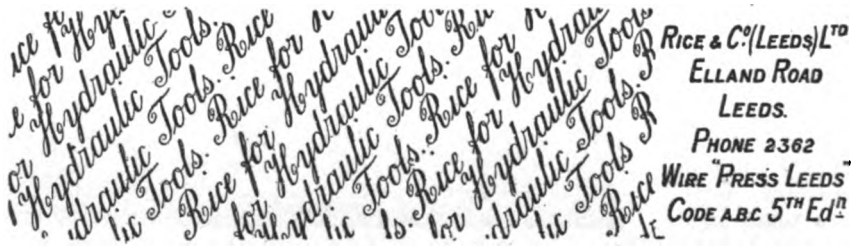
TWO FIRST-CLASS PRESS ADVERTISEMENTS OF INSURANCE FROM CANADA

"The Country's Charge"

I have pleasure in reproducing an illustration of Miss Norah Neilson Gray's picture, which is used by the Royal Free Hospital to help the appeal for their infant welfare section. The picture, so happy in its expression of maternal love, is very harmonious and restful in its tones. It was hung in the Royal Academy a few years ago, and when the hospital authorities wished to reproduce it, as so well embodying their aims, Messrs. Bibby, who had purchased the picture, very generously presented it to the hospital as an expression of their appreciation of the work done by the institution. The hospital has not engaged in any large scheme of advertising, but used the poster lately in connection with Baby Week, under its title of "The Country's Charge," and it is also exhibited at entertainments and the like which are given on behalf of the work of this splendid charity. I only show the picture here, but in the poster it is surrounded by a little appropriate wording.

Goodwill by Advertising

The Cabinet Maker recently had some very pertinent things to say on the importance of maintaining goodwill by advertising, in its comments on Mr. Wickham's report on the trade of South Africa. To this report reference is made



A DETERMINED ATTEMPT TO MAKE AN ANNOUNCEMENT UNREADABLE

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in the pages devoted to Overseas Advertising in another part of this issue. Our contemporary says: "The short-sighted trader, seeing a chance of saving a pound or two here by stopping his advertisements and a pound or two there by dropping his trade agencies, chuckles over the temporary economies he is effecting. What he fails to realise is that he is destroying his own trade machinery, that by ceasing to advertise he is withdrawing himself from public notice, and that when he comes to resume his own trade connections, his goods will have been forgotten in the trade, and he will have to begin from the bottom once again. Mr. Wickham has done British traders a service in reminding them that they cannot keep their trade without keeping also their trade machinery, and that in the export trade advertising in its largest sense is an indispensable factor. A study of American and German advertising systems will speedily convince any doubters on this point."

The St. Louis Convention

I am glad that after all Great Britain was represented, and so worthily, at the Convention of the Associated Advertising Clubs of the World, for it had seemed at one time as though this could not be the case. For anyone to go out from this country was practically impossible, but happily Mr. Murray Allison was in the States, and attended the meeting, where he gave a very thoughtful address on "What Advertising has done for England." In it he showed how extremely helpful advertising had been in raising men for the war, either for fighting or for munitions, and how, too, a million women had been enlisted as workers to release men. Also Mr. Allison proved that it had been the means of securing vast sums of money. The speaker, whose position in England gave great weight to his words, was able to render real service to his country by presenting her case to our Allies on the other side of the Atlantic.

By Courtesy of "The Poster."

WAR POSTERS APPEALING TO THE FRENCH AND IRISH IN CANADA

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Spies in Spain

Mr. H. J. Greenwall, special correspondent of *The Daily Express* in Madrid, in a recent dispatch to that paper throws an interesting light on the German spy methods in Spain. Two incidents have special interest to advertising men. "The chief of the German propagandists here," he says, "is the late head of the Berlitz schools in Spain and for four years the King's German master. He offered to give lessons to Spanish journalists in exchange for advertisements in the Spanish newspapers a long time before the war, and thus got into touch with the leading papers. The rest was easy.

"Other prominent German leaders here include the brothers Mannesmann, who represent the Deutsche Bank. They continue to advertise German firms in the Spanish papers, and, although unable to do business because of the British Fleet, they carry on clever propaganda by comparing German goods with German arms, which, they say, are always successful.

"'Our pens are like our guns,' they declare, 'our buttons like our bullets—always the best.'" THOTH.

Two Examples from a Clever Series of Advertising Verses

Nancy Carter's Garters

Sweet Nancy Carter of Bristol Town
Was in love with a sailor named William Brown!
And the night before Bill went off to sea,
He took his Nancy upon his knee;
And he said, "Sweetheart, what will you do
To show that your love is fond and true?"
She gave him a hug, she gave him a kiss,
And she said, "What I want, dear Bill, is this—
Send me your Cap-Ribbon, lettered gay,
And I'll wear it always while you're away!"
Now Bill was pleased, as he well might be;
But he had an idea which you'll agree
Was a little bit neater than other men's,
For he sent his ribbons straight off to VENN'S,
With a line to say what he wanted done;
And they entered thoroughly into the fun!
So a day or two later there came for Nancy
A neat little box that intrigued her fancy:
For when it was opened! . . . *What* a surprise! . . .
For there she beheld, with laughing eyes,
A pair of Garters, most daintily made
From Bill's Cap-Ribbons! But I'm afraid
She cannot have kept the secret well
(Or else Bill didn't), for truth to tell,
The demand at VENN'S for these garters charming
Is really becoming quite alarming!
And some of these bold, bad, sailor-men
Don't order *one* pair, but as many as *ten*!
(Which is all to the good for the house of VENN!)

Veronica Violet Vernon Vose
Was a dear little duck from her head to her toes;
And a sweet little wife, as you'll all agree,
For Captain Valentine Vose, V.C.

Every day, for her heart was true,
She sent him a scented *billet doux*,
Crammed to the cover with love and kisses—
A vivid abridgment of wedded blisses!

Now Valentine understood, you see,
His little wife's love for lingerie,
So, by way of return, he grabbed his pen,
And wrote out a cheque for the house of VENN.

Next day knickers and sweet silk hose
And camisoles came for Mrs. Vose;
But the dinkiest duck was a dainty nightie . . .
And Veronica cabled: "Come Back to Blighty!"

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"LIBERTY LOAN" ADVERTISING

The scheme that served as a model for the advertising of the American War Loan.

CHICAGO DID more than its "bit" in over-subscribing the Liberty Loan. It furnished a plan of advertising for the Loan which helped the Government when it could not help itself, because Congress did not make an appropriation to advertise in newspapers.

However, the enterprise shown in facing the difficult situation was rewarded by official recognition, for Mr. William H. Rankin, vice-chairman of the National Advertising Advisory Board, received the following telegram from Mr. R. W. Woolley, Director of Publicity for the Liberty Loan: "Much of the credit for magnificent victory of Liberty Loan due to you and National Advertising Advisory Board of Associated Advertisers."

When Mr. James Simpson, of Messrs. Marshall Field & Company, selected Mr. Rankin as general chairman for the Red Cross membership campaign, he told Mr. Rankin he wanted 250,000 Red Cross members within four weeks. With only 300,000 members in the entire United States this looked like a big job, but Mr. Rankin knew he had the right product to sell, and with the great help given by Messrs. Walter D. Moody, Charles H. Wacher, Wm. R. Moss and the Association of Commerce and the Citizens' Committee to do the work the next problem was to "Wake up" Chicago. There was no advertising appropriation, and it was decided that 35 full pages, five each in the seven English newspapers and a total of ten pages in the foreign language newspapers, would certainly "Wake up" Chicago. But who was to pay for the advertising?

The business men of Chicago! Mr. Rankin outlined a sales plan and as a result 45 Chicago business men bought pages, first as a good advertisement for their houses; second, as a good advertisement for Chicago; and third, the Red Cross got the benefit. The Western Advertising Agency Association and the Advertising Association of Chicago were addressed by Mr. Moody, and then in connection with the sales, representatives of the Chicago newspapers underwrote the campaign. The result was like magic. Chicago now has 300,000 members of the Red Cross—as against about 17,000 on May 1st.

In St. Louis, Mr. Rankin was called upon to tell the story of the Chicago plan of newspaper advertising to the convention of the Associated Advertising Clubs of the World. The result was that the delegates pledged themselves to go back home and use the Chicago plan to advertise Liberty Loan

THE FLAG OF LIBERTY INTRODUCED

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and the Red Cross—527 full pages in newspapers were guaranteed.

Mr. Harry W. Ford, of the Saxon Motor Company, Detroit, headed a committee that sold 60 pages to Detroit advertisers to make known the Liberty Loan, and the result was 100,000 individual subscriptions and over $40,000,000 Liberty Loan Bonds sold.

Necessity is the mother of invention, and the National Advertising Advisory Board, when their recommendation for paid advertising for the Liberty Loan was turned down because of lack of funds, seized the Chicago Red Cross plan of newspaper advertising, based on the idea that it reflects greater credit and is better advertising for the business houses thus to show their patriotism and use their standing to promote either Red Cross or Liberty Loan Bonds, than to devote all the page to advertising their own product.

THE NEW ENGLAND CAMPAIGN

THE PUBLICITY Campaign in New England for the raising of the first great War Loan in the United States was a most interesting piece of work, being marked by enterprise and originality and crowned with conspicuous success.

At the outset it should be stated that the National Advertising Advisory Board had co-operated in many ways to help the Secretary of the Treasury, Mr. Wm. G. McAdoo, to market Liberty Bonds. Mr. McAdoo did his utmost to secure an appropriation of several million dollars to float the loan, but Congress did not make provision for advertising in the Bill that was passed to promote the sale of the bonds, and so the Publicity Committee of big advertising men in New England set to work to do their best on their own account.

The first thing which the Committee had to realise in confronting the task before them was that they must direct their appeal to the vast body of people who had heretofore never bought bonds and were ignorant of investment purchases and financial phraseology. This meant the development of an entirely new field. The plan of the campaign, therefore, had to include the education as well as the development of the idea of patriotic support of the Government. It was foreseen that the kind of advertising which had characterised financial offerings in the past would not be effective in this case, but that the issue of bonds would have to be merchandised to the general public by methods which had been successfully followed in the case of many products.

It was also foreseen that the work of the Publicity Committee must knit itself into the work of the Distribution Committee and supplement and support the organisations of the various trade groups.

As there were no funds available for a paid publicity campaign, the efforts of the Committee were directed to the securing of such publicity as could be had with no more cost than for the printed material. The sum of ten thousand dollars was, however, guaranteed to the Committee by the Executive Committee to cover the cost of posters and circulars, and for their distribution.

At the outset an excellent poster was designed, and this was used as the basis of the poster publicity. As the New England Committee were first in the field with posters, the Chicago and San Francisco Committees adopted their ideas.

The development of the campaign then proceeded along these general lines:—

A one-sheet cardboard poster was prepared to indicate places where subscriptions to the bonds were received, and eight thousand five hundred posters were furnished before the campaign closed. These were distributed with great care so that they would not fall into the hands of persons who were not authorised to accept subscriptions. The same idea was adopted for a half cardboard sheet poster, and fifty-five thousand of these were printed for use in store windows and in factories, being on cardboard to stand up or to put up on vehicles or in the open air; and eighty-one thousand posters, bearing the same text, were printed for pasting and hanging up. Ladies rendered valuable help in organising

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an automobile brigade of one hundred machines with crews of ladies who carried these posters throughout Metropolitan Boston and secured their display in store windows. This poster was also placed in six thousand three

UNCLE SAM'S APPEAL

hundred public telephone booths, and it received widespread distribution throughout the district, at least twenty thousand being placed in the passenger cars of the various steam railways in the district.

The dashboards of electric cars were also utilised throughout the entire district, every traction company permitting the display of a poster, simple in its text but urgent in its appeal. Of these, fifteen thousand were distributed. This particular street car poster was adopted in New York, Chicago and San Francisco.

The National Publicity Committee also supplied many thousand posters to supplement the work of the group organisations in the factories, stores, etc., and to reach the people through the merchants and in the pay-roll envelopes of large corporations a leaflet was prepared, which stated in simple, untechnical language what the bond was and the reasons why it should be purchased. This leaflet proved very effective.

For instance, the bakers of Boston used four hundred thousand of them, placing one in each wrapped loaf of bread. Large quantities were also furnished to the bigger retail merchants, who were requested to send them out in parcels of merchandise and in bills.

Another very successful appeal was made by the use of the poem "Take the Loan," written in 1861 by Edward Everett Hale at the outbreak of the Civil War. This poem lent itself peculiarly well to the work of publicity in New. England, and five hundred thousand leaflets were printed with the verses on one side and a brief statement of the details of the loan on the other. It was distributed through the women's organisation and the public schools, and was effective in developing a patriotic sense about the loan. Here again Chicago and New York followed the New England lead.

In order to give a visual representation of what the purchaser of a one hundred dollar bond would do, a leaflet was prepared, showing how the one hundred dollars equipped a soldier. This leaflet contained a picture of a completely equipped soldier and a list of the cost of the various items of his equipment on the reverse side. Of these, three hundred thousand were printed.

There were placed at the disposal of the Committee one hundred three-sheet poster stands by a patriotic national advertiser, and on these boards was put an effective poster. All of these boards were placed in neighbourhoods where people of limited means resided, so that they were effective in bringing influence to bear on a class of people it was particularly desirable to reach.

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The picture houses were used to display one thousand lantern slides containing a brief but forceful admonition to the people to buy the Liberty bonds.

As, at the beginning of the campaign, there were, as stated, no funds to pay for newspaper publicity, the Committee gratefully accepted the proffer of advertising space regularly used in the Boston and suburban papers by bond dealers and bankers of Boston, who generously placed their space for a time at the disposal of the Committee. More than forty thousand lines of advertising, worth about thirteen thousand dollars had the Committee been obliged to pay for it, were thus utilised. It is noteworthy that these advertisements were all signed by the Liberty Loan Committee of New England, and no credit was asked by the firms which gave the use of the space.

A similar scheme was adopted outside the Boston area, and seventy house organs and twenty-five trade papers published in this district were furnished with page copy. In one factory which used this page copy in its shop paper more than ninety per cent. of the employés subscribed to the loan.

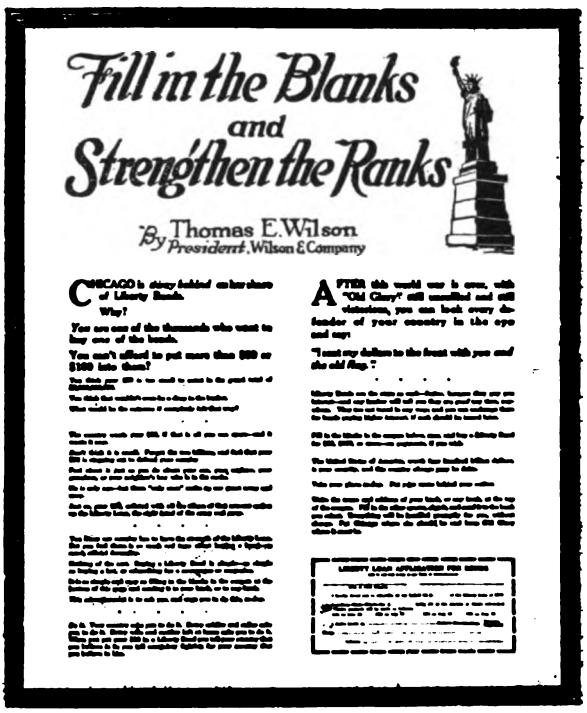
Full-page space in eight theatre programmes in Boston was given to the Committee, and in eight Boston theatres before-the-curtain addresses were provided by the Speakers' Committee, publicity matter and application forms being distributed at the same time.

Literature in various foreign languages was also distributed in order to reach people not speaking English, while in the matter of miscellaneous publicity the Committee secured the issuance of a communication by Governor McCall which was read in all churches. The Committee also requested the governors of the other New England States to issue a similar letter.

Yet another publicity scheme was to send a letter to the chief secretary of each fraternal organisation, asking him to address communications to the various local organisations, requesting them to consider the investment of the liquid funds of the organisation in the bonds and to circularise their various memberships. In reply many letters were received indicating that large subscriptions were made by members of fraternal organisations.

A similar step was taken in the case of the clubs in Boston, while on the day of the registration of all men subject to compulsory military service the chairmen of local committees were requested to secure publicity at the registration booths.

Retail merchants were requested to insert in all of their advertising a line urging the subscription of Liberty bonds. This was responded to very generously, and in some instances large advertisers devoted the entire space in good-sized advertisements to announcements of the bonds.


Fill in the Blanks and Strengthen the Ranks

By Thomas E. Wilson
President, Wilson & Company

CHICAGO is asked to help in the sale of Liberty Bonds.

Why?

You are one of the thousands who want to buy one of the bonds.

You can't afford to put more than $50 or $100 into them?

AFTER the world war is over, with "Old Glory" still unsullied and still victorious, you can look every defender of your country in the eye and say:

"I met my duties in the front with you and the old flag."

CHICAGO INVITED TO HELP

In accordance with the Committee's request, many merchants made effective window displays, featuring the more

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interesting facts about the Liberty bonds, and yet another scheme was to ask each bank of deposit in the New England States to place in each depositor's statement envelope a printed slip bearing the signature of the bank,

UNCLE SAM AGAIN

recommending the depositor's investment in the Liberty Loan.

The Committee also secured for the National Publicity Committee a number of statements from writers of note, consisting of from two to three hundred words, telling of the Liberty bond and of the need, in order to make it a success, of receiving subscriptions from all of the people. These were syndicated by the National Committee and sent out to each committee throughout the United States.

The Committee were fortunate in receiving the most generous support from the newspapers of Boston as well as all of the other cities in New England, and at least one thousand columns of publicity was given to the loan, the material for which had been largely furnished by this Committee.

In order that the last week of the campaign should have plenty of enthusiasm, instructions were issued to each local chairman inviting him to renewed efforts. Some of these efforts consisted of a repetition of steps already taken, in order to stir up the backward, but new "hustling" schemes were also introduced. For instance, each clergyman and priest was telephoned to asking him to support the loan in various ways. Then each newspaper was asked to run each day a box announcing the progress of the loan, and the owners of factories, etc., were asked to give certain signals on their fire whistles and bells which would mean "Buy Liberty Bonds to-day." Bellringers were asked to ring "The Star Spangled Banner" each hour on one day, and the same day the children in the schools were urged to make small subscriptions on behalf of their parents, and addresses were given on the subject of the loan. Addresses were also given in factories, and employers were asked to help their maid-servants to subscribe. In the evening on next to the last day the church bells were rung as a reminder that the following day would be the last on which to subscribe and the offices receiving subscriptions were kept open till midnight. On the last day enthusiastic final efforts were made in every way, and events have shown how brilliantly successful these efforts were throughout.

"*During the eight months I have been away (on active service),* THE ADVERTISING WORLD *has been read regularly from cover to cover by myself and several other fellows in the camp who are interested.*"—F. HARRADENCE, Private, Shropshire Light Infantry.

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CURRENT ADVERTISING

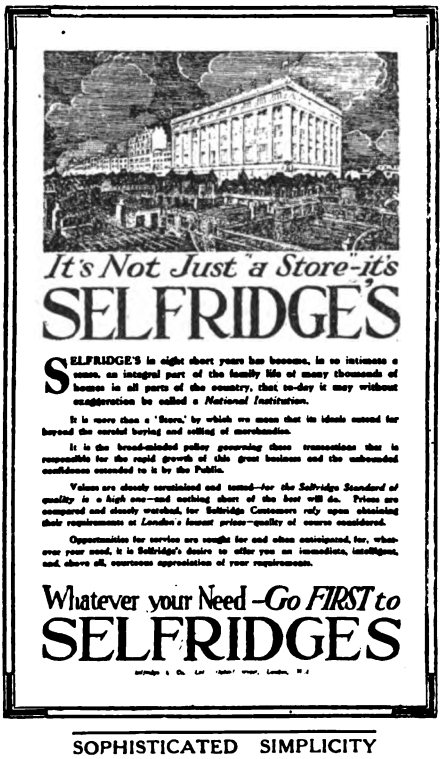
Being a Free Commentary on Recent Press Advertisements; with Reproductions of Notable Examples.

IT IS chiefly owing to department stores, military outfitters, vendors of branded tobaccos and cigarettes, and manufacturers variously connected with the motor industry that advertising in the leading dailies and weeklies continues to make a brave show.

But for the large amount of space occupied by them it would be very clearly apparent, in spite of smaller papers, how many of the active advertisers of ordinary times have now reduced their advertising to the smallest minimum, if they have not retired from operations in the field of publicity altogether for the time being.

Many of these, no doubt, are absolutely unable to go on spending money on advertising under conditions that either prevent them conducting business at all, or only allow them to carry it on at a loss. The sacrifice they are called upon to make in the national interest is, in many cases, that of a valuable goodwill; and they command our sympathy.

Others have restricted or put a stop to their advertising operations for no other cause than that they cannot see the possibility of any immediate return from them, and that whatever courage they at one time possessed has worn thin as one month of wartime has been added to another without any termination of the long series appearing in sight. Those who have thus, from weariness and lack of foresight, allowed a goodwill to lapse will have much to regret later on.



SOPHISTICATED SIMPLICITY

A HAPPY INGENUITY

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A MESSAGE ESPECIALLY DIRECTED TO LARGE RETAIL STORES AND MAIL ORDER FIRMS

A Substitute for Catalogues

IN these days when fluctuating prices and changing stocks render it almost impossible to issue catalogues, the columns of "John Bull" can be advantageously used as a substitute. A million-and-a-half householders would read your message before prices had time to change, and the famous "John Bull" guarantee gives the reader the necessary confidence.

Certain large stores who now advertise in "John Bull" would be well advised to give fuller particulars of their goods for the benefit of those of our readers who live away from London, so that these can place their orders by post.

Philip Emanuel, Advt. Manager, Odhams Ltd., Long Acre, W.C.2

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DELIBERATELY BREAKING THE RULES

They will have to pay a heavy re-entrance fee before they regain their old status. The pounds they are saving now will prove, indeed, an expensive economy when the market is restored to something approaching a normal condition.

The amount of courage and the degree of imagination that will carry advertisers to success in ordinary surroundings are not sufficient to carry them through the exceptional strains and hazards of such an environment as now encloses us: and it is not to be wondered at that some have proved too faint-hearted to "carry on."

What they need to understand is that there is less risk of loss in adopting a bold policy than a timid one. To discontinue advertising a branded commodity is not to "mark time" but to "fall out."

A goodwill which it has taken years of hard endeavour to create can be destroyed by as many months of neglect.

Just lately it is to be supposed that a considerable proportion of quiescent advertisers have been driven to inaction by the advent of the "slack season"—that ancient superstition that has for so long afflicted many otherwise thoroughly common-sensible manufacturers and traders. For, while it is perfectly true that a number of businesses are markedly seasonal in character, and that others have periodic slack times as a matter of trade custom and convenience, there is little if any foundation for the idea that the summer holiday months represent a period when advertising is at its lowest level of productivity.

The consumer is as full of wants and as accessible to the advertiser during this period as at any other. There is scarcely an article in general use that could not be to the full as effectively advertised during what is called the "dead" season as earlier or later in the year. Indeed, as

A NEWCOMER

SPOILED BY TOO MIXED TYPE MATTER

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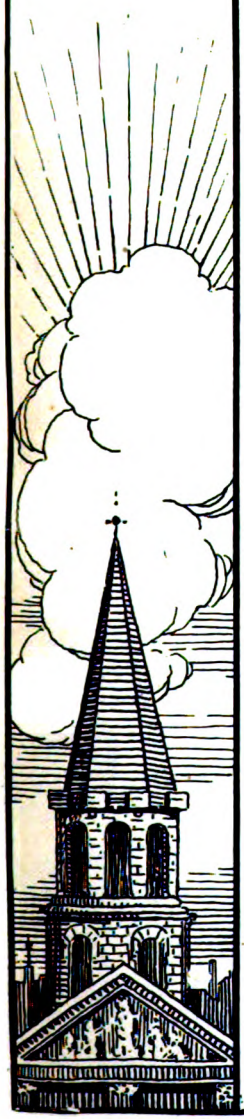
The Christian



TAKE up any copy of "The Christian" and look at the Donation List which appears each week. This list shows the indirect results of appeals made through its pages to its readers.

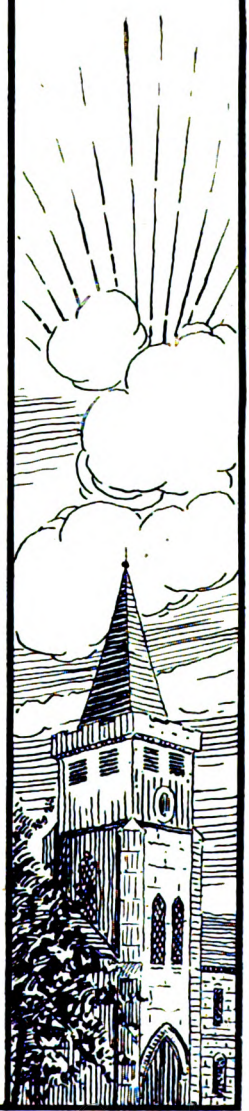
These readers represent a section of the British Religious Community, which includes many of the oldest established Christian Families in the country.

That these readers represent an extraordinary productive SECTION is proved by the fact that in one year they subscribed nearly £20,000 to charity. This is undeniable evidence of the QUALITY of the circulation of "The Christian." Don't omit "The Christian" from your next campaign.

Write for rates, etc., to

The CHRISTIAN

12 PATERNOSTER BUILDINGS, LONDON, E.C.



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FROM A "TRADE" PAPER

it is, the "dead season" advertiser has peculiar advantages, for he has less competition to meet, and is able to appeal to a large proportion of people so unusually leisured that they are willing to study his announcements, and so devoid of business preoccupations that they are open to the impression he wishes to make upon them.

A select band of advertisers have for a long time recognised this, and have unquestionably profited by it, as their continued addiction to summertime advertising abundantly proves.

They have discovered that space is not always less valable because for a time it happens to be less in demand; while it can be obtained at more than ordinarily favourable rates.

Of our illustrations this month we have chosen several as excellent examples of effective display secured by very simple means.

There could scarcely be a simpler arrangement of type, rules, lettering and illustration than that of the "Selfridge" advertisement reproduced. It is, however, unusually attractive and distinguished because its details are all good in themselves and because they are put together in the most straightforward manner. It need not be supposed that the apparent simplicity of the display is unsophisticated. The illustration and the other elements of the composition are nicely calculated to live together in harmony. It is by no accident that the double-double rules of the border are strengthened at the corners, or that within them so much of white margin has been left and no more. The weight and character of the lettering and the spacing of the matter are likewise of a considered and not of a fortuitous character.

The designer of the advertisement—devoted to emphasising the fact that "Selfridge's" has, in its way, become a "national institution"—felt it necessary to be both dignified and distinctive. He has succeeded in his aim without any adventitious aid by virtue of sound craftsmanship. Such materials as he has used are within the reach of almost any advertiser, and his announcement will serve as a good object-lesson in the use of them.

GOOD MATTER, BUT POOR DISPLAY

The advertisement of the Junior Army and Navy Stores is an arrangement of equally simple elements; with the exception of the illustration, which is an unusually happy ingenuity. The

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To reach the American Public

If you wish to reach the American public—on either side of the Atlantic—you will find it useful to consult Spottiswoodes.

Even during the war, our clients have entrusted us with the entire conduct of important advertising campaigns in the United States, as in Canada.

We shall be glad to place our experience at your disposal. Principals or their accredited representatives are invited to write and arrange a preliminary interview, for which no charge is made.

Spottiswoode

Dixon & Hunting, Limited,

Kingsway Hall, Kingsway, London, W.C.2.

Managing Director : Geo. J. Orange.

'Phone : City 6375. Telegrams : "Inkling, Westcent, London."

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only adverse criticism to be passed upon the display is that its details are a trifle too disconnected and scrappy; that the whole is rather a collection than a construction. As it stands it is decidedly good, but it might be bettered.

With regard to the matter we think that, the heading and illustration pointing so emphatically to Piccadilly while the Stores are in Regent Street– south-west Regent Street—it would have been wise to indicate the then precise situation by means of a map showing statue and stores in related positions.

EXCELLENT MATERIAL

An extreme of simplicity that is very far from being lack of knowledge is shown in the advertisement of Messrs. J. & N. Philips & Co., Ltd. Here the principal cause of a first-class result has been a true feeling for the just placing of the type-matter and illustration in the space occupied. Anyone who doubts this should ascertain by experiment how easy it would be to arrange the same material in an utterly commonplace and unattractive manner. The display gains much by the breaking of the border rules—a thoroughly sound idea in this instance, though the printer has carried it out rather clumsily. Appreciable space is gained by thus setting out the illustration to the border limits, and there is no constructive weakness caused by it, for when a border is broken in this way the impression conveyed is that it is carried on underneath something imposed upon it.

An effect of broken rules is also a prominent feature of the "Style-Craft" display. It fails in some measure because the lettering is placed too low. The top of the lowest letter in the words "Style-Craft" should have been at least as high as the rule that is broken, in order that the illusion of the carrying on of the rule beneath them might be preserved. For the rest the advertisement, though well-planned in general, is seriously marred by the hotch-potch of capital and lower-case type in the body matter. If this should be simplified and unified an enormous improvement would be effected.

SOUND "QUALITY" :: ADVERTISING ::

The illustration in the "B.L.I.C." display should have been set a trifle more beyond the right-hand side border for reasons which our foregoing observations will make clear. The weakest part of the display, however, is the name-block. It is extremely ugly, and, beyond that, is far too fanciful and twirly to be in any way appropriate

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OFFICIAL War Reports are the same whether read in one newspaper or another. But when it comes to graphic illustrations, descriptive articles and explanatory diagrams, the better class public turns instinctively to

The Sphere

WHICH HAS NO RIVALS AMONG WAR PAPERS

ITS new price, 7d., is indicative of the spending power of its readers. They have the money if you have the right kind of article to offer them.

Advertisers should write for further information and rates to the Manager (Advertisement Department), 6 Great New Street, E.C.

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in character to the commodity advertised.

It is rather curious that in the advertisement of Messrs. Lilley & Skinner, Ltd., the fault of insufficiently "covering" a broken rule should again be apparent. It is very obvious here how in consequence the break looks a real break and a structural weakness. In all other respects the display is a very favourable specimen of its kind; and shows how easily dignity, distinction and refinement can be suggested by the simplest of means when they are used with understanding.

"Sanatogen" under its new direction is being advertised with some vigour, but without a great deal of distinction. Most of the recent advertisements issued have been exceedingly commonplace and uninteresting as displays, though the matter has usually been sound enough. We reproduce one of the best announcements we have lately seen. The appeal is a strong one, for when such testimonials as those contained in it are available no advertising matter more impressive can be contrived. To illustrate the testimonials by portraits of their signatories is to give them added human interest as well as to add the pictorial to the written appeal. It can be done in a variety of ways, many of them more arresting and interesting than the method adopted in the display immediately under notice.

We should very much like to see the advertisers of "Sanatogen" aiming at a far higher level of advertising quality than they have yet endeavoured to attain. That it would pay them to do so we have no doubt, and it would also do something to set a new and better standard for a whole class of advertising that suffers greatly from rather mean ideals.

The announcements of "Kenilworth" cigarettes continue one of the most attractive phenomena in the advertisement columns of better-class periodicals. Mr. Fred Pegram's illustrations are in every way admirable, and with the aid afforded to each of them by a few lines of text, give the advertiser's proposition a manner entirely its own—a quality of intimacy and an atmosphere of cosiness that are particularly pleasing.

"SHOWING THE GOODS" TO DISADVANTAGE

As a display the advertisement of Allinson Bread, reproduced on page 24, is neither distinctive nor attractive. It would, to our mind, be all the better for a complete revision both of its details and its general arrangement. The matter, however, contains a very strong argument in the statement that "the Food Controller no doubt recognises the sterling worth of unadulterated wholemeal bread, and has excluded it from his order compelling the admixture of other cereals with flour." This would appeal with irresistible force to many who find the now common war bread an abomination, if only they could be induced to read it, as they certainly will not be by a display which offers not the smallest lure to the wandering eye.

It is often good policy for the advertiser to "show the goods" pictorially, but it is never wise for him to present them in such an unpleasing manner as has been done by the advertisers of the "Clemak" safety razor in the display reproduced. Clean, bright, sharp drawing was eminently called for in connection with such an article as this.

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WINDSOR

is to-day a name to conjure with. It is borne by the greatest Family in the land, to whom the homage of a world-wide Empire is gladly rendered.

THE

WINDSOR

in its own particular sphere enjoys a similar eminence. It is essentially the Magazine of Home and Empire, and has the loyal support of a wide and ever-increasing circle of readers and advertisers.

If you have not already placed your order for the October and succeeding issues NOW is the time to do so.

Advertisement Manager,
WINDSOR MAGAZINE,
Warwick House, Salisbury Square, E.C.4.

Telephone :—
City 8650 (5 Lines).

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SELLING ENTERTAINMENT

A few observations of the methods of modern advertisers of theatrical and other entertainments.

"SHOWMEN," OF all people in the world, ought to know how to advertise; and when publicity of an extra-efficient character consisted of nothing more than drum-banging and trumpet-blowing of unapproachable violence, they

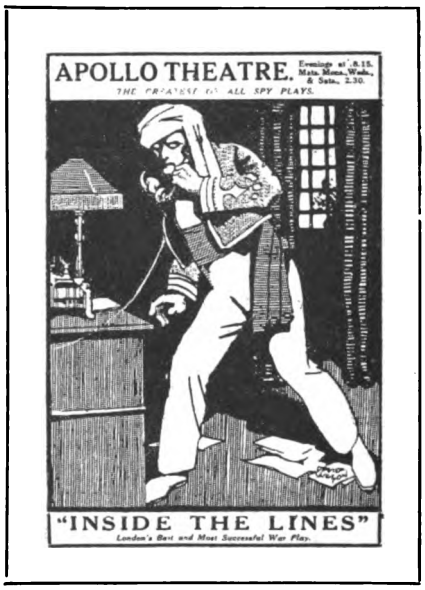
were certainly in the first flight of advertisers.

Nowadays, with few exceptions, they are hopelessly in the rear of advertising progress. They have been astonishingly slow to perceive that the methods by which a travelling circus makes its presence felt in a rural centre are not necessarily those best suited to advertise a highly specialised entertainment to the very mixed population of a great city.

In one respect only are our entertainers as astute as indefatigable in their advertising—to wit, in the advertising that is disguised as the "Press notice." The labour and ingenuity that is expended by them in obtaining Press notices of the right kind and in sufficient quantity shows that it is no innate incapacity that makes them such indifferent performers when it comes to advertising of a more open kind.

Not improbably it is the comparative ease with which entertainers secure without payment a large amount of valuable publicity in the editorial columns of our journals and other periodicals that makes them less regardful than they should be of filling with effect the space which they have to buy. It is certainly the case that a good many of them look upon their Press advertising expenditure rather as a recognition of editorial favours received than as a direct means of obtaining public favour.

The most sure means of improving the advertising methods of entertainers



would undoubtedly be to deprive them of the editorial support which, alone among traders, they enjoy in such unstinted measure. They would then be compelled to give all their own advertising announcements the "pull-

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Land & Water

THE speedy attainment and complete maintenance by "Land and Water" of a position unparalleled in importance among the highest grade of weekly periodicals has been one of the outstanding phenomena of war-time journalism. As a commentator upon current events it has come to possess a unique authority and influence.

"LAND AND WATER" appeals only to the class of readers whom the best advertisers wish to reach.

"LAND AND WATER" is not a picture-paper to be glanced at and laid aside. It is bought by interested readers who have not done with it until they have absorbed its contents from the first page to the last.

As containing the most illuminating and trustworthy commentary of the great events of these amazing times it is retained for reference; and advertisements appearing in its columns have therefore a permanent value.

Particulars and Rates from

THE ADVERTISEMENT MANAGER,
OLD SERJEANTS' INN,
5 CHANCERY LANE, W.C.

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ing" power that only a small minority at present possess.

In their "Under the Clock" announcements entertainment advertisers of necessity only displayed their general ignorance of advertising essentials in a negative manner. All they were required to do was to provide matter for a directory item.

Now that an increasing number of them are adventuring into the field of advertising display it becomes much more apparent that, though they have begun to realise that modern advertising is capable of doing more than they had before suspected, they know very little of the means by which the successful advertisers of to-day achieve their golden results.

For the Press advertisement displays hitherto put out by advertisers of theatrical and other entertainments are mostly essays in the drum and trumpet manner, and ignore altogether the armoury of argument, explanation, suggestion, and persuasion which acute and understanding "trade" advertisers have made so effective.

By far the best entertainment advertising done up to the present has been represented by posters. It is easy to recall a long series of admirable posters issued to advertise stage plays; and the average level of achievement in this field has for years past been improving.

Probably their undeniable successes in this field have inclined entertainment advertisers to use Press space too much in the manner of space on the hoardings. A large number of their Press announcements have been no more than immature posters or playbills. And even so

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Picture Offer

To "De Reszke" Smokers only

This picture, "A Cool Customer," on antique paper 15 in. by 10 in., will be sent free to any smoker forwarding to address below a "De Reszke" box lid and 2d. in stamps, mentioning Picture No. 48. **42 Miniature Pictures** will be sent free on receipt of reply envelope, ready addressed and stamped (1d.). These are reproductions printed in colours of the famous "De Reszke" Cigarette pictures. Address: J. Millhoff & Co., Ltd. (Dept. 70), 86, Piccadilly, London, W.

E. LUCCHESI

"A Cool Customer"

The "De Reszke" *American* is a *large* cigarette—but it is also recognised as the world's *best* "Virginia" blend

SOLD EVERYWHERE,

or post free from J. Millhoff & Co., Ltd. (Dept. 70), 86, Piccadilly, London, W.

"De Reszke" *The Aristocrat of* Cigarettes

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they have generally been poor things of their kind. The advertisers are apparently not ready to perceive that it is as much worth while to use first-class illustration and carefully chosen lettering in a small newspaper advertisement as in a sixteen-sheet poster.

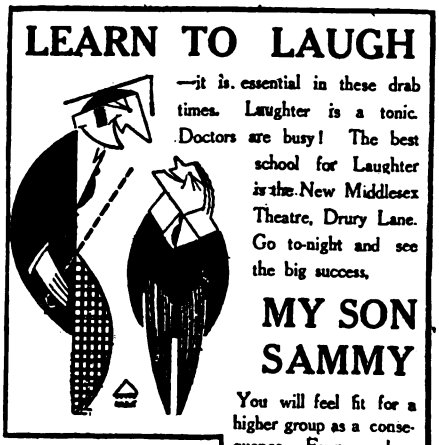
As a matter of demonstrable fact it is even more important; for the Press advertisement invites a detailed examination that the poster usually escapes.

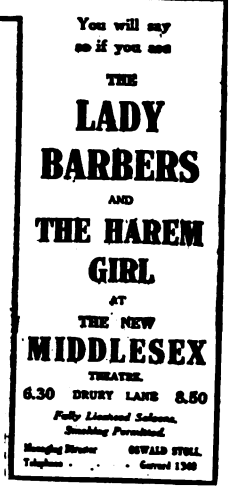
What, however, it is most essential that entertainment advertisers should realise is the difference between Press and poster publicity. Through the medium of the Press whoever has something to sell can "talk" to the people who may become purchasers. He can point in detail, and in true salesman fashion, to the distinctive merits of the goods he has to offer; he can clear up obscurities about them in the minds of newspaper readers; he can meet criticisms half way and combat prejudices. He can not only create a favourable impression for his proposition but can deepen and strengthen that impression by argument and explanation until it issues as an active desire on the part of those addressed to fall in with his suggestions.

It is this power of creative salesmanship in the printed word of the Press advertisement that has made it the supremely powerful engine that it is recognised to be by all our most successful advertisers; and whoever does not make use of it shows a basic misunderstanding of the machinery employed.

"General publicity" advertising—bare announcement—in the Press is, of course, very far from being altogether useless. It can, if sound material is used, do as much as general publicity advertising anywhere else. But to use the Press for such advertising is to obtain the minimum instead of the maximum result it can bring: it is to use a rifle as a club.

Our own impression is that entertainment advertisers would secure much better results if they were more disposed to employ the services of competent advertising men. When display advertising is in question the advice and assistance of even the most competent Press agent is apt to be insufficient. It is something as much outside his experience as it is outside that of the manager who employs him: and it can only be handled with full efficiency by a highly





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THE PASSING SHOW

"comes into its own."

IN just over two years "THE PASSING SHOW" has climbed to the first place in the estimation of advertisers. Here is the proof:—

Reprinted from "The Advertising World" for June 1917.

THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	*London Opinion*	*Tit-Bits*	*Cassell's Saturday Journal*	*Pearson's Weekly*	*John Bull*	***Passing Show***
April 26	9½	6⅔	5½	6	6¾	11⅛
May 3	9½	7	5½	6⅓	7½	11⅛
10	10½	6⅓	6⅓	6⅓	7⅙	11⅛
17	10	6¾	5½	6⅔	5¾	11⅛
24	9	6	5⅚	6⅔	9⅛	10⅛
Total ..	48½	32¾	28⅙	32	36⅓	54⅝

No advertisement is inserted in "The Passing Show" at less than scale rates, and the genuineness of each one is ascertained before being inserted.

NATURALLY we are pleased with this war-time achievement, and thank those advertisers who have helped to bring it about.

Philip Emanuel
Advertisement Manager
ODHAMS LIMITED
85-94 LONG ACRE
LONDON, W.C.
New Telephone No.:
Gerrard 9870 (seven lines)

No advertisement is inserted in "The Passing Show" at less than scale rates, and the genuineness of each one is ascertained before being inserted.

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trained and practised advertising man.

Advertising to-day is not merely a matter of happy thoughts and clever expedients: it is the precise application—which involves a great deal of technical skill—of scientifically established principles to particular purposes.

Each proposition in entertainment advertising is a problem by itself and in all details calls for a solution of its own, though the fundamental laws which govern it remain unaltered.

Consequently we do not propose here to suggest any hard-and-fast rules by which entertainment advertising practice should abide.

But this much may be said, as applying to nearly the whole of such advertising as we have been considering: that it should evidence a truer apprehension of the most important function of Press publicity; that it should be marked by the use of a much better grade of material—in illustrations, lettering, type, etc.: and that its elements should be assembled by more accomplished advertising craftsmen.

Further, in our opinion, entertainment advertisers would do well to consider whether a comparatively limited number of fair-sized Press announcements would not make a more definite impression on the public mind than a larger number of small ones.

It cannot be questioned that display Press advertising must be, in any circumstances, of rapidly extending importance to entertainment advertisers, and that, with poster advertising restricted, it is exceptionally necessary to key it up to higher efficiency just now.

There is really no reason why it should not be much better adapted than in most cases it is to fulfil its purpose. The printed word can be made as potent a factor in selling entertainment as it is in selling shoes or soap.

PRAISE INDEED!

A TRIBUTE to the merits of advertisement writing from a very unexpected source lately came under our notice. It is contained in a book by Professor Henry Alexander, M.A., lecturer to the Glasgow Provincial Committee, entitled "Common Faults in Writing English." In his chapter on "Arrangement of Ideas" he says: "It is not saying too much to advise the writer, if he wishes to seek inspiration for his literary style from the average newspaper, to turn his attention to the advertisement columns rather than to the leading article." After reading this copy-writers may well pat each other on the back. They are not accustomed to see their work praised by college pundits.

The recognition is the more welcome because it has so often been the custom to sneer at writers of "puffs," as advertisements used to be called by those who did not know any better, and it is a recognition of the fact that advertising is playing a much more important part in the life of to-day than it did a few years ago. It is only fair to say that the writing of advertisements better deserves praise to-day than it did a few years ago.

ILLUSTRATED
SUNDAY HERALD

The most fascinating weekly review of the world's happenings in pithy news and graphic pictures. The favourite Sunday picture paper in Britain's homes. First planned and first favourite.

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Pessimists !

AND it came to pass that we tumbled headlong into a crowd of them—advertising experts, too !

Our enthusiasm received a momentary check, and we said—"Is Advertising dead ?"

We were not long, however, in answering that query and recently—

4 new clients in one week

made us realize that the death struggle was really among the "experts," not the advertisers, and that—

Real service is the greatest need to-day.

We are here to give it you.

SIVITER SMITH SERVICE

Siviter House, Ludgate Hill, Birmingham

10, Lincoln's Inn Fields, London, W.C.2.

SSS

The real Service Symbol.

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ADVERTISING BRITISH PIANOS

Publicity for a Scheme to Recapture a Trade which had largely Drifted into German Hands

MEETING TOGETHER under the title of the British Music Convention, the members of the various trades in this country connected with the manufacture and sale of musical instruments and the printing of music, held a conference on June 28th and 29th. Their object was to further a scheme for the recapture of the music trade which before the war had been allowed to drift very largely to Germany. The cause they have in view is one which will warmly commend itself to every loyal Britisher, and we wish for it the fullest measure of success.

Furthermore, we are very glad to see that the members of the music trades in this country recognise the need of securing publicity for the work in which they are engaged, and we believe we are right in saying that the Convention itself was very largely designed with this object in view. If that is so, we congratulate the promoters of the movement on their foresight, for in this work publicity will be of the very greatest value, and we hope to see the scheme advertised very widely indeed, believing, as we do, that without such publicity it cannot be wholly successful. To the methods of so doing we make further reference later.

A Great Field

A few remarks may first be offered to show the importance of the task in which the musical instrument manufacturers of this country are engaged, and the extent to which the Germans had secured the trade.

Up to some fifty years ago the supplying of musical instruments for this country was almost entirely in British hands, and to take the case of the piano, it should be remembered that practically every notable improvement which had been effected in it was of British invention.

Then the Germans set to work to capture the trade, and toiling with that extraordinary patience, thoroughness and pertinacity which is so characteristic of them, they gradually succeeded in getting the business of piano-making almost entirely into their own hands.

German Enterprise

Twenty-five years ago they had well nigh succeeded, though a few firms in this country continued to produce very excellent instruments. At the outbreak of war the Germans were exporting to this country some 20,000 pianos a year, and the total value of their export of musical instruments of all kinds to all countries was about £4,000,000 a year, somethinglike £500,000 worth of musical instruments being sent every year to Australia alone. In all honesty it must be admitted that many of these pianos —and the violins, too—were extremely fine instruments, while we fear that to a great extent the quality of the British instrument had deteriorated, though there were exceptions, as we have just stated.

By every means in their power the Germans advertised their wares and the merits thereof, and they did not hesitate to depreciate the pianos made in this country. Few British mothers and their daughters realised that the mild-mannered, spectacled German professor of music who was to be found in the schools and homes of this country was really a commercial traveller for the German pianoforte-maker, sent to this country to praise the wares of Hunland and to discredit the native-made article. When the advice of the German music teacher was sought as to the purchase of a piano, as it often was, of course he recommended a German instrument, and pocketed his commission. So assiduous was the instilling of the poison that only German pianos were any good that the British public really came to believe it, and the British maker was singularly lethargic, scarcely attempting a counterblast by advertising and other means.

Then came the war, which stopped the importation of German pianos and at

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AMERICA

EUROPE

THE obvious alternative, if you have any difficulty over your advertisements in the Daily Press, is to send them to

THE

Christian Herald

which is one of the foremost of the weekly periodicals—foremost in circulation, foremost in responsiveness, foremost in results. Get the "C.H." on to your list for a series contract NOW, at the strategical moment. The circulation is nearly **300,000 copies weekly,** and assuming each copy is read by three or four persons, the advertisements come under the notice of

OVER A MILLION READERS

Circulation 300,000 Copies Weekly.

The Best Known Paper for Results.

For Rates apply to
The Advertisement Manager,
"THE CHRISTIAN HERALD,"
6, Tudor Street, E.C.

AFRICA

ASIA

"The Advertisers' Pocketbook."

THE INTERNATIONAL CORRESPONDENCE SCHOOLS issue three small books, all of them very useful to those engaged in advertising and selling. The books are entitled "The Advertisers' Pocketbook," "The Window Dressers' Pocketbook" and "The Salesmen's Pocketbook." The price of each is 5s., and though small they are packed with useful information very concisely expressed. To the beginner in the respective callings they will be invaluable, and from them the veteran may learn something. The first of the trio naturally appeals most strongly to us and our readers. It is designed primarily for the retailer who has to do his own advertising, and the field covered is wide, dealing with such matters as the planning and writing of advertisements, choice of type—examples of which are given—copy and proof reading, advertisement display, and illustration, engraving and printing, advertising media, novelty advertising, planning campaigns, and billposting.

We cordially commend "The Advertisers' Pocketbook" to all retail advertisers, for we can assure them that if they study carefully the advice it gives they will derive great help from it, and their advertising will yield them far better results.

In the preparation of the book advice and co-operation was offered by THE ADVERTISING WORLD.

Established 1887

The "Brighouse Echo" & "Elland Echo"

1d. FRIDAY 1d.

Advertisers should not overlook the important districts of the West Riding of Yorkshire in which these papers circulate.

The number and variety of industries always ensure good employment.

No other medium reaches all classes so thoroughly as the "Echo."

Any information required by advertisers interested will be gladly supplied by the Publishers, Park Street, Brighouse.

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the same time led to a healthier tone in this country. It gave the British piano trade its chance, and to the credit of our countrymen they took the opportunity. In fairness to our own makers it must be said that they had begun the fight before the war, and now they are pushing ahead with British energy and thoroughness--that energyand thoroughness which no nation can so well manifest as our own when once we are thoroughly aroused.

The Government is giving assistance to the schemes which the pianoforte makers of this country have advanced, and scientists have been appointed to investigate the subject in its most abstruse aspects, so that the technical questions may be thoroughly appreciated. It is, however, a matter too far removed from our field to go into the remedial measures being adopted. What we want to do here is to dwell on the publicity side of the campaign in which our musical instrument makers are engaged, because we believe they are alive to the importance of the subject.

Publicity Campaign Wanted

Such campaign is badly needed, for the average Briton has been so permeated with the idea of the superiority of the German piano that it will take a great deal of educating to teach him that the British piano is as good as the German and that the Britishers mean to make the very best instruments in the world. That they will succeed we have not the smallest doubt.

Here, then, is a magnificent field for a collective scheme of advertising by the trade, acting as a whole. They have a splendid story to tell, a grand case to exploit, and with the present wave of enthusiasm for everything that is British and a hatred of all that is German, the copywriter has a glorious opportunity. He could hardly want a better. Not only is it necessary to tell the story at home, but in the Dominions and India as well. The figures we have quoted as to the German pre-war trade with Australia tell their own tale. We earnestly commend such scheme of collective advertising to the keen and enterprising men who are at the head of this movement.

Raising the Funds

The question may be asked—Where is the money to come from? We think it may be found in this way. Devote to advertising a part of the funds proposed to be raised by the issuing of the suggested guarantees of standard of merit for pianos. The idea of issuing such a guarantee was put forward by Mr. Alexander Dow, and he recommended a charge of 2s. 6d. per piano for each label showing that the instrument was of standard merit. Many of those present at the meeting favoured the idea of such certificate, and if adopted generally a considerable revenue would be available, for Mr. Dow estimated that at least 50,000 pianos per year would be sent out with the "conditioning" badge. Propaganda was one of the courses to which Mr. Dow proposed to devote the money, and we think a very considerable proportion of the whole might well be allocated to such a cause.

Highly skilled musicians, determined to have only the very best instruments, will buy what they think to be such, whether they are made in England or Germany, and a special case will have to be presented to them, backed up by the fact that absolutely the very best can be bought of British make. The heads of our great firms realise that, and are determined to produce the best, not relying on protective tariffs to shield them from competition. That is all to the good.

Despite the very real difficulties in the way it is imperative that steps should be taken at once to push on with the campaign. It will be too late when the war is over. We trust our musical instrument makers will be broad-minded enough to realise the wisdom of acting together and acting at once.

We always find your publication most useful and interesting. Your Journal is particularly interesting to a business man, as it is a high-class publication in which the efficiency and distinctive features are well maintained.—Messrs. Barnett Samuel & Sons, Ltd., London.

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THE BRITISH ELECTRICAL FEDERATION LTD.

Paper Restrictions Prevent Circularizing
Space in the Press is Hard to Book
POSTERS ARE PROHIBITED

BUT there is *still* one profitable method of publicity open to you. Get your advertisements on the trams and buses. There is nothing to equal the "moving" appeal. Our trams and buses carry the stupendous number of

404,000,000 passengers a year

In addition to that, your advertisement is read by thousands of passers-by. There is no method of publicity that gives a greater return for a small outlay. Write for particulars, etc., to-day.

J. PEACE,
ADVERTISEMENT MANAGER,
The BRITISH ELECTRICAL FEDERATION, Ltd., 1 Kingsway, London, W.C.2

An Excellent Group.

SPACE SELLERS may be divided roughly into two groups—those who state their circulations and those who don't.

It is a favourite argument with the former group that the members of the latter have circulations of which they are ashamed, else they would state them. Perhaps this is going too far; but in any case, we must admire the man who is not afraid to shout from the housetops the number of copies issued week by week or month by month.

One of the strongest protagonists of the circulation-disclosing section is Mr. W. B. Robertson, of the Amalgamated Press. He holds as the cardinal principle of his business creed that the man who pays the money is entitled to know what he is getting for his money. He is always ready and willing to say what is the circulation of any or all of the eight periodicals in his charge, and he invites enquiries on the subject.

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CORRESPONDENCE

Railway Advertising Displays.

Editor, THE ADVERTISING WORLD.

SIR,—I was much interested in the article on advertising on the railways in your June issue. Your observations suggested to me many reasons for the continued popularity of this form of advertising in spite of what I regard as its demerits and shortcomings.

My attitude towards advertising is that of an interested member of the general public; and I cannot claim to possess any special knowledge either of its principles or practice. None the less, since the success of advertising must depend upon how it is regarded by the public at large, perhaps my views may be worth your consideration.

If the opinions of railway travellers could be collected I think the feeling of the majority towards the advertising matter so freely displayed on station buildings and platforms would be found to be a mixture of interest and irritation.

They approve these advertisements as giving a touch of liveliness and colour to an environment which without them would be dismal and depressing to the last degree; and they find much of interest and entertainment in them to beguile the tedium of "waiting for a train." At the same time they are irritated by the manner in which advertisements are spread about everywhere on station buildings without any regard to the general effect produced; which is usually one of disorder and dilapidation. They also strongly dislike unduly violent or unnecessarily ugly advertisements being thrust upon their notice; for railway station advertisements are, as you remarked, practically inescapable.

Thus, as it seems to me, the value of railway publicity to the advertiser must be in greater or less degree discounted by certain of its less attractive features which could easily be removed.

Surely it would not be impossible to ensure that railway advertisements should all be of such standard sizes as would permit orderly arrangement; and that they should be arranged with a due regard to the general appearance of their surroundings!

It cannot do the railway companies any good to allow their station buildings to wear the appearance of untidy hoardings; and it must be bad for advertisers to have their announcements appearing as part of a supremely unattractive and haphazard conglomeration of all kinds of displays.

I cannot but believe that if the railway companies took the strong line of severely censoring all advertisements shown on their systems—with a view to eliminating those that would in any way discredit the collection as a whole—and of confining them to definite positions so as to remove the untidy effect of a scattered display, they would serve their own interests and those of their advertisers as well as that of the travelling public.

It may be taken as certain that advertisers are too well aware of the value of railway advertising to cease taking advantage of its opportunities because they were not permitted to abuse them.

I understand that in the U.S.A. advertisements are excluded from many of the more important railway stations on the ground that they are a disfigurement. They need not be; and I do not think the disappearance of advertisements from railway stations would be viewed by the majority of our own people other than with regret.

Advertisements are friendly and companionable things and most railway stations would be lonesome abodes of gloom without them. But they can be made to appear at their best instead of at their worst: and it is time that they were controlled by a little more intelligence and a reasonable sense of the fitness of things.

No doubt there are difficulties in the way of such improvements as I have suggested of which, as a layman, I am unaware, but difficulties are things to be overcome.

Yours faithfully,

VIATOR.

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"Sign" Your Name Differently!

IF there is no originality and distinction in your sign no one will notice it. We can give you a sign that cannot be overlooked, because it has a character all its own.

You do not know how effective a sign can be made in advertising. We only know because we have made a special study of signology for years.

Let us tell you what we have discovered and how we can assist you. You are welcome to the information we can give you, and will not be asked to pay for it.

J. OLDHAM,

with which is Incorporated GAWTHORP'S LTD.,
WOOD LETTER & INDICATOR MANUFACTURER,
THE EFFECTIVE SIGN WORKS,
Foot of YORK ROAD, LEEDS, E.

Signs Above All, Leeds. Made and Fixed by OLDHAM, Leeds.

S.&Co

SLAUGHTER & COMPANY

2 ST. ANDREW SQUARE, EDINBURGH
(And at GLASGOW).
Telegraphic Address: "SLAUGHTER, EDINBURGH."
Telephone No.: 1710 CENTRAL.

PRINCIPAL RAILWAY ADVERTISING CONTRACTORS IN SCOTLAND.

SPECIALISTS IN ROADSIDE SITES.

A few of our Clients for this form of publicity are:—

ANGLO-AMERICAN OIL CO., LTD.
DUNLOP MOTOR TYRES.
HALLITE MOTOR JOINTING.
NORTH BRITISH RUBBER CO., LTD.
RALEIGH CYCLES.
SHELL MARKETING CO., LTD., Etc., Etc.

ESTABLISHED 1859.

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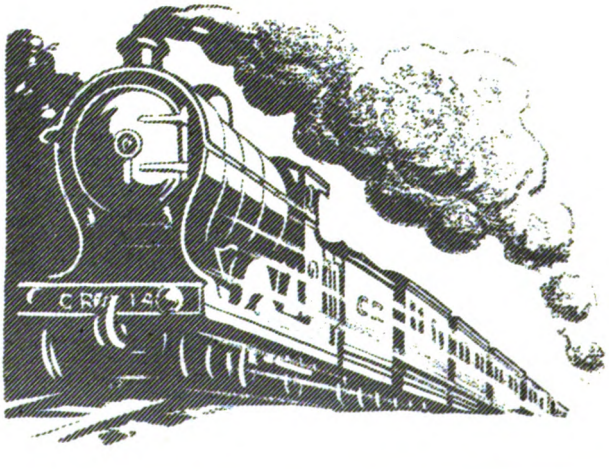

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RAILWAY ADVERTISING creates and sustains demand by keeping your proposition or product perpetually before a huge public. The Rail-Ad has great cumulative value, for by reiteration it hammers its message home.

Consider the effect Rail-Ads have had on you from your childhood days—the impression of stability you got from those trusty ads which still cheerfully do 24 hours' duty every day of the year.

There are some good positions available today—write for details and terms.

W. H. SMITH & SON

Railway Advertising Department,

55 Fetter Lane, London, E.C.4

Telephone: Holborn 3120.

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RAILWAY ADVERTISING IN IRELAND

REACHING "ALL-IRELAND" THROUGH ITS CIRCUIT OF RAILWAY ADVERTISING STATIONS.

(By our Dublin Correspondent.)

AN INVESTIGATION of the distinctive features which characterise railway station publicity throughout Ireland reveals a plethora of valuable material well worth a place in the reference cabinets of British and Colonial manufacturing firms, commercial houses, advertising agents, and all who desire to "get at" the heart of Ireland for merchandising purposes. This does not mean that to advertise on Irish railways is a new way of opening the portals of some hitherto unknown commercial Eldorado; on the contrary, it is a phase of publicity work in Ireland thoroughly well tried and systematically maintained by many of the great national advertisers of the past two decades—with admittedly good results.

The three great railway chains of Ireland (covering practically the four Provinces) are the Great Southern and Western (total mileage, 1,130), Dublin to Cork; the Great Northern (total mileage, 616), Dublin to Belfast; and the Midland Great Western (total mileage, 538), Dublin to Galway, etc. The territory included in the Dublin and South-Eastern Railway (total mileage, 157), is expressed in its name, and the only remaining long-distance system is that of the Midland Railway (Northern Counties Committee), comprising a mileage of 263. There are in addition twenty other companies and fourteen light railways. Over 3,500 miles of railway are now being worked throughout the country, and the latest official return indicates that the Irish systems carry over 30,000,000 passengers per annum.

There are over 800 stations comprised in the four provincial divisions of the country, and here an important feature emerges in connection with any projected advertising scheme. It will be noticed that the average number of

IN THE PRESS.

Will be published in August.

THE FOURTH EDITION

OF THE

IRISH COMMERCIAL AND RAILWAY GAZETTEER

Showing

EVERY TOWN and VILLAGE IN IRELAND

Alphabetically arranged, with

County, Population, Distance from Dublin, Nearest Railway Station, Distance from Station and Line of Rail,

Distinguishing Stations which are only open for Passengers and Parcels Traffic, also the

Post Offices, Money Order Offices and Telegraph Offices.

The book has been thoroughly revised, and now contains a list of about 4,000 places served by over 800 railway stations, and will be found invaluable to Railway and Shipping Companies, Merchants and others who have to deal with the despatching of goods.

Compiled by J. E. LEGGATT,

Late Goods Manager, Midland Great Western Railway.

Price, bound in cloth, **3/-**; by post, **3/4.**

PUBLISHED BY

ALEX. THOM & Co., Ltd., Crow Street, Dublin.

JOHN GIBSON, 63 Coleman Street, London, E.C.2

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stations per 100 miles of railway is comparatively low, and this consideration should be weighed where a moderate but adequate system of distribution of advertising material is in contemplation.

Throughout Ireland the vast majority of its stations are kept in a clean, bright, and comfortable condition, and as it is still a "good old Irish custom" to linger round about the railway station, a wide measure of publicity is gained by advertisements in its immediate precincts.

The arrangement and general grouping of railway advertisement displays in all the chief Irish termini are calculated to ensure a proper focus for the observer, whether he be "waiting," "arriving," or "departing." In many leading centres some excellent examples of painted signs in multi-colours are exhibited, and the standard of maintenance for all forms of display is commendably high.

The growing popularity of Irish holiday resorts is a powerful argument for railway advertising in the country, and if a special area may be cited to illustrate the point, one has but to view the crowds of residents and visitors who flock to the "holiday" stations along the northern and southern shores of Dublin Bay for "the season," of at least five months each year. Here, indeed, is cheap publicity.

An especially notable point, about the "quality" of Ireland's travellers by rail, is that the country enjoys a higher proportion of first-class passengers than is found on analysis of the British railway systems. There would seem to be both "quality and quantity" in Ireland, in so far as the railway advertising proposition is concerned.

The fidelity of so many of Britain's most powerful industrial firms to this mode of publicity in Ireland is a definite tribute to its worth, and when one surveys the commercial outlook in Ireland—even through the existing hazy horizon—it is reasonable to conclude that the railways of the country (the arteries leading to and from "the bigger markets") will play an increasingly important part in its industrial development.

L. C. B.

NOTWITHSTANDING
SINN FEINERS
IT IS SAFE TO TRAVEL IN IRELAND AND PROFITABLE TO ADVERTISE IN
THE
RED GUIDE
THE DOMINANT IRISH RAILWAY GUIDE—
3d. Monthly.
TRY IT.

IRISH FARMERS Are PROSPERING
and have greater spending power than ever before.
THE
FARMERS' GAZETTE
(ESTABLISHED 1842)
reaches the best farmers throughout Ireland. It is the pre-eminent agricultural journal of the country with the largest circulation. Specimen copy and advertisement rates on application.

Publishers:
The BRUNSWICK PRESS, Ltd.,
179, GT. BRUNSWICK STREET, DUBLIN.

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CORRESPONDENCE

"Trade" Discounts on Blocks

Editor, THE ADVERTISING WORLD.

SIR,—From your current number I am glad to see that the Process Engravers' Federation recognise that there are points in their recently introduced scale of charges to which users of blocks may fairly take exception. One of these, viz., the question of grouping of line work, they have now adjusted, but have left untouched the far more important question of allowing a reasonable trade discount to studios, advertising agents and similar houses, which act as factors of blocks.

To anyone with practical experience in handling process and line blocks it is obvious that the work connected with handling the order, placing it with an engraving house, making out orders, checking finished work, invoicing, not to mention probably giving several months' credit, cannot be done on a 10% trade discount.

An interesting instance has just come to my notice. My own firm the other day had an enquiry from a regular client, who places the whole of his illustrating work with us, for the making of about 120 process blocks. My firm are in business to make profit for themselves and not from a sense of philanthropy to the process engraving or any other trade, and contend the 10% discount is not a working profit on such work. It will probably interest some of the members of the Engravers' Federation to know that in this instance the order for the process blocks has not been placed at all, but another means of reproduction employed, so that in this one instance, at any rate, the engravers have certainly not gained anything by refusing to allow the legitimate middleman a rate of discount sufficient to meet his perfectly reasonable demands.

Engravers should not forget that not a few of the commercial photographers, art studios, service and advertising agents have something to do with the deciding of what illustrations are used and what processes are employed.

—Yours truly,

STUDIO.

Baby Week in the Provinces.

SEVERAL OF the Northern and Midland papers made a strong feature of Baby Week, both in their advertising and editorial columns: indeed, they gave the subject more attention from an advertising point of view than did the London press, perhaps because the pressure on their space was less severe. As mentioned in his notes by our Birmingham correspondent, the advertisers in that city took a good deal of space to advertise all sorts of things required by babies, and *The Northern Echo*, Darlington, was another paper that made a big display. *The Accrington Observer and Times* on July 7th devoted a page to National Baby Week, the four outside columns being taken by advertisers while the three inside columns were occupied by editorial matter dealing with the care of children.

THE
SUNDAY CHRONICLE

is the Sunday newspaper for the leisure hours of the thoughtful sections of the upper and middle classes. Its distinctive character and literary tone render it a valuable medium for advertisers.

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POOL'S FOR PUBLICITY

POOL'S
Remove to More Commodious Premises

¶ The demands created by a steadily increasing clientèle have compelled us to remove to more commodious premises at 180-181 Fleet Street, E.C.4.

¶ *All arrangements are now completed—there is no disorganisation—we are ready to extend to new clients the benefits of our unrivalled service, embracing world-wide advertising in all its branches.*

Note New Address and 'Phone Numbers.

CHARLES POOL & CO., LTD.

180-181 FLEET STREET LONDON, E.C.4

'Phones: City 1473-4
Telegrams: "Advexero, London."

Fashion Monthlies.

OF THE fashion monthlies, perhaps none is more deserving of notice than *Fashions for All*, published by the Amalgamated Press, and under the advertisement-manager charge of Mr. W. B. Robertson, the Fleetway House, London, E.C.

The normal price of the paper is threepence monthly. Although a few months ago the price was increased to fourpence, the circulation has not only held, but it has increased, perhaps due to the fact that its most popular competitor, *Weldon's Ladies' Journal*, has been increased to fourpence-halfpenny, and the public may find the humble halfpenny a consideration. Anyhow, the July issue of *Fashions for All* had a circulation of 185,500, which shows an increase of nearly 30,000 over July of last year. This is not bad going during the summer months, which are usually considered a quiet season, and in view of the paper scarcity.

The rate has not been increased and is still £30 per page. In fact, Mr. Robertson takes pride in the fact that he has not increased rates. He is probably far-seeing, having an eye for the goodwill of advertisers and to the future. Time will tell, but meantime the price of space in *Fashions for All*, with a circulation showing such a satisfactory feature as that recorded, is reasonable, and the advertising value of the paper high.

A gratifying symptom of its pulling power is the great number of keyed advertisers and mail-order houses using its pages. They appear month after month, and when you have evidence that advertisers who check results continue to spend money freely, then you have absolute evidence of the value of the medium. [ADVT.]

A very pleasant little gathering of an informal character was held at the Aldwych Club on Wednesday, the 18th, to meet Capt. Ewart, R.A. (Boyd Cable) who is a member of the Club. The meeting was held round the luncheon table, under the presidency of Capt. Chas. Bridges, R.A. (Reserve). Capt. Ewart had most interesting things to say to his fellow members, telling many a good story in delightful fashion in the course of his description of the work of the Air Service at the Front.

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OVERSEAS ADVERTISING

U.S.A.

The question of the percentage which advertising should bear, or does bear, to sales and profits is discussed in a recent issue of *Printers' Ink* (New York), and because it is a very interesting point we reproduce the conclusions at which our contemporary arrives. It will, of course, be understood, however, that such figures can only be applied to Great Britain with considerable reserve.

Our contemporary has obtained the figures for the first six months of 1916 for eight large dry goods shops in six cities, and expressed in pounds sterling instead of dollars the returns are roughly as follows :—

	Sales.	Gross Profits.	Relation of Profits to Sales.	Advertising.	Relation of Advertising to Sales.	Relation of Advertising to Profits.
	£	£	Per Cent.	£	Per Cent.	Per Cent.
McCreery and Co., New York City ..	909,310	296,382	32·59	34,234	3·76	11·55
Lord and Taylor, New York City ..	860,523	309,090	35·91	29,978	3·48	9·69
Hahne and Co., Newark, N.J.	469,430	145,190	31·31	26,342	5·60	17·89
Powers Mercery Company, Minneapolis	427,354	112,038	26·21	15,771	3·69	14·07
Adam, J. N., and Co., Buffalo, N.Y. ..	388,457	116,550	30·05	18,845	4·85	16·14
Hengerer Company, Buffalo, N.Y. ..	348,980	112,457	32·22	13,534	3·87	12·03
Stewart and Co., Baltimore	267,004	70,817	26·52	14,929	5·59	21·08
Stewart, D. G., Company, Louisville ..	194,545	56,316	28·94	11,744	6·03	20·85
	3,865,603	1,218,840	31·53	165 377	4·27	13·56

Commenting on these figures, *Men's Wear* says : " The outstanding fact which the figures reveal is that a very big shop can sell on a lower ratio of advertising to sales than a small or an only moderately big shop. But it should be noted that Louisville, where the highest ratio was spent, has only about a twentieth of the population of New York—or that is all it had at the last census. The larger the city, obviously, the easier it is for a large shop to get business : people in great cities go to the big central shops. A large shop can carry a greater variety of merchandise than a small shop, and can, therefore, handle goods which show a better ratio of profits than the indispensables which both are obliged to sell, but to which the smaller shop is more closely limited. The fact that Baltimore was exceptionally low in gross profit and highest but one in ratio of advertising to sales is no doubt accounted for by the large negro element in the population.

" The deductions to be drawn are that the safest way to do business in the department-store line is to capitalise heavily and introduce as many departments as possible. The smaller the business, the greater the risk and the less the profit.

" These figures do not disclose overhead expenses. The relation of advertising to profits in the last column is calculated upon gross profits."

We learn with regret of the sudden death at Connecticut of Mr. Thomas Balmer, one of the best known and most successful advertising men in the U.S.A. This success was the more remarkable as he did not take up advertising until he was in his forty-fifth year, having been a tobacco salesman in earlier life. But when he had started he went ahead with remarkable speed. One of his great achievements was to induce the Glidden Varnish Co. to advertise Jap-a-lac.

After some rebuffs Mr. Glidden persuaded Mr. Herbert Ashbrook, later a director of the company, to listen to him, and when the talk was over he had secured a contract for $18,000 worth of advertising. As a result very largely of the publicity thus secured the sale of the varnish grew enormously, and soon the company was spending $1,000,000 a year in advertising it. Mr. Balmer was an enthusiast on large spaces, but he also urged, especially in later life, that it must be backed up by staying power.

Mr. Balmer's first position of importance in advertising was as western manager for the Curtis publications, which at that time had no western office. He filled that post from 1892-1900. Afterwards he was first western manager and then advertising manager for the Butterick publications. During the period he was with that organisation he increased the advertising from $570,000 to $1,040,000. In conjunction with Mr. C. E. Raymond he brought out what has since been known as *The Ladies' Home Journal* contract, which makes it obligatory for the agent to retain the publisher's full commission and give no rebates.

Mr. Balmer was known to a good many English advertising men and paid a visit to this country about 1913, when he was the guest of the Thirty Club at one of their dinners. He was sixty-nine years of age.

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ASHBURNERS

TEXTILE ADVERTISING SPECIALISTS
10-Piccadilly
MANCHESTER

Textile Manufacturers—selling through the Wholesale—will find in our **British Textile Syndicate Service** the missing link :: :: Particulars on application

Magazine Publicity.

MOST PAPERS, if not all, are experiencing a double stringency—paper and labour. There is no way of getting out of the paper trouble. The proprietors must pay the price and stand the racket. Mr. W. B. Robertson, of *The London Magazine* and other periodicals published by the Amalgamated Press, has adopted one method of relieving the difficulties of the labour situation. To those using simultaneously *The London Magazine*, *The Premier Magazine* and *My Magazine* he offers a combined discount of 10 per cent., making the net price of a page in all three magazines £58 10s., and *pro rata*.

The joint circulation of the three is very close to four hundred thousand, and at the price the space is well worth the money. He considers that the saving of labour involved in setting one advertisement instead of three is worth the 10 per cent., and that is how he justifies the combined discount.

The three magazines mentioned have made wonderful progress. The July issue of *The London Magazine* shows an increase of over 30 per cent. in advertising pages compared with last year, and *The Premier Magazine* shows an increase of about the same proportion, while *My Magazine* is similarly up in its advertising columns.

In view of the restrictions in advertising and in view of the experience of advertisers in these three magazines during war time, all the media are inviting at the combined rate offered.

[ADVT.]

Mr. H. E. Cleland, of the McGraw-Hill Publishing Co., New York, has been awarded Mr. Chas. F. Higham's prize at the St. Louis Convention for the most constructive address in the fewest words at the departmental meetings. Mr. Cleland won the prize from among nearly 200 competitors. The award consists of a gold medal for the winner and a massive silver cup for his club, the New York Ad Club. Mr. Cleland's address was an advocacy of the business press as giving a very high efficiency per dollar of cost. The following passages may be quoted : "The buying power per subscription in a business paper is greater than the buying power per subscription of any other medium because things are bought for *business* and not *private* consumption. The really potent thing in advertising is cumulative effect. There is no substitute for continuity of advertising."

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The A.W. Professional Bureau

The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters :
The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone : HOLBORN 2269

These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.

SITUATIONS WANTED.

Advertisement Manager. (B 36)
Experienced man over military age would take outside representation or position as manager and office organiser of publication or advertising firm. Splendid references. £350 or close offer.

Advertisement Manager. (B. 37)
Ten years with a large London store ; five years advertising expert with well-known agency. Over military age. £250–£300. Can commence new duties at once.

Advertisement Canvasser. (B. 38)
Thoroughly experienced. Good connection. Free in August. Part salary and commission on results. Over military age.

Advertisement and Sales Manager (B. 35)
Has had full control of large advertising appropriation over a period of nine years. Greatly experienced in dealing with selling staffs and outdoor representatives. Competent organiser. Fully qualified to take control of entire office staff. Age 30. Married. £400.

Advertising & Sales Promotion (B. 27)
Highly qualified to handle the advertising and selling organisation of a big business. Expert in mail-order work. Good general knowledge of food products, toilet specialities, drugs, domestic goods. Age 36. Salary £500.

Part Time. (B. 25)
Experienced copywriter requires work that will not occupy the whole of his time.

Copywriter (B. 34)
Thoroughly experienced copy and layout man is open to accept responsible position in Midlands, Birmingham preferred.

Young Lady
of long and varied experience, requires position as Private Secretary. Salary required, £175–£200 per annum. Full particulars from Bureau Manager. Box "Secretary."

SITUATIONS VACANT.

Artist Wanted.
A Service Studio have vacancy for good figure artist. Apply Box "Artist," ADVERTISING WORLD, Sardinia House.

Provincial Service House
have a good opening for lay-out and registration man or woman. Apply "Service," ADVERTISING WORLD, Sardinia House.

Copywriter.
Either sex wanted in Advertising Department of leading London Store. Write fully to Box "Stores," ADVERTISING WORLD, Sardinia House.

Advertising
Proprietor of service firm having unusually complete organisation (studio, copy and agency departments) and wide sales and advertising experience, would like to meet gentleman able to influence further business Box "Publicity" ADVERTISING WORLD, Sardinia House.

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A MINE OF
ADVERTISING INFORMATION

THE I.C.S. Advertisers' Pocket-book contains in a condensed form a mass of exceptionally instructive information concerning the preparation of Copy and Illustrations; The Typographical arrangement of Advertisements; the Choice of Media; and the methods essential in Successful Advertising, etc.
A constant source of reliable usable knowledge, prepared with exhaustive care, in compact form, at a reasonable price. Post free, 5s.

ALSO
SALESMEN'S AND WINDOW-DRESSERS' POCKET-BOOKS.

International Correspondence Schools, Ltd.
KINGSWAY, LONDON, W.C.2

BADGES
SATIN FLAGS & SOUVENIRS
NOVELTIES FOR FLAG DAYS
MAKERS TO THE LARGEST LONDON COMMITTEES
Designs and Estimates submitted free for any kind of Metal or Enamelled Badges, Silver and Gold Medals, and Souvenirs, etc., etc.
OUR DESIGNS & VALUE ALWAYS THE BEST
THOS. FATTORINI
Badge Manufacturer, BOLTON
ALSO AT BIRMINGHAM, LONDON AND SKIPTON

Permonise
your advertising display matter, showcards, note cases, perpetual calendars.

Send us specimens of your advertising display matter — we will gladly show how Permonising will make them look better and cut your costs.

Address your letter to Stanley V. Machin
THE PERMO COMPANY
London Road, Beddington Corner, Mitcham, Surrey
Telephone - - - Mitcham 832

Indian & Colonial Advertising Expert Advice from Personal knowledge of Markets and 60 years' experience.
WRITE FOR PARTICULARS.
D. J. KEYMER & CO.
WHITEFRIARS STREET, LONDON.
Telephone No.: 8310 Holborn.
ADVERTISING COUNSEL

Monthly 6d. **THE LONDON TIME-TABLE** Monthly 6d.
600 pages AND RED RAIL GUIDE (ABC) 600 pages
FITS THE POCKET IN SIZE AND PRICE
The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.
Special Features:—Steamship Guide, Buyers' Guide, 'Bus and Tram Services, Entertainment Guide, London Stores, Hotels, Golf Clubs, Racing Fixtures, etc.
General Offices: Hampden House, 3 Kingsway, London, W.C.

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The A.W. Information Bureau

This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.

Note These Two Simple Rules.

(1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).

(2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

SOME OF THE ENQUIRIES RECEIVED THIS MONTH

"Will you kindly inform me which you think would be the best firm of advertising agents to undertake the advertising of a high-class, old-established firm of land agents and auctioneers?"

"We beg to ask whether you could procure for us catalogues in English and French."

We have received numerous inquiries for different advertising books and the names of their publishers.

An inquiry as to what press agency could supply a good photo of President Wilson for reproduction.

A subscriber wishes to be placed in touch with an artist who could do aviation advertising designs, a series of which he requires.

Could we relieve the anxiety of an advertiser with regard to the Excess Profits Act and tell him if there has been any official pronouncement on this matter?

Could we give the names of manufacturers able to supply a cheap paste in large quantities?

A list of firms who could supply perpetual calendars in quantities.

The standing and circulation of a weekly technical publication.

The advertising manager of a world-wide organisation wanted information about media and agents in one of the Dominions.

Could we supply a list of printers who specialise in numerical tickets, to be supplied in rolls?

A provincial firm of advertisers ask us whether we can give them the addresses of reliable studios who could prepare original sketches and line blocks for them at a reasonable figure.

Extract from a letter received on July 18th, 1917, from one of our largest national advertisers:—

"*That Bureau you have of Commercial Information is of real service to advertisers.*"

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(*Continued from page 50.*)

South Africa.

Mr. W. J. Wickham, his Majesty's Trade Commissioner in South Africa, has just issued his report on the trade of the sub-Continent for the years 1915 and 1916. Mr. Wickham impresses the importance of business firms taking prompt steps to retain their control upon the markets, and make it easier for them to resume and extend their trade after the war, notwithstanding the difficulties they have to face under present conditions. Then he adds—"firms should keep alive the goodwill of their connections by advertising and by explaining their actual position and temporary difficulties as fully as is permissible in existing circumstances." Manufacturers should in particular make the fullest allowance for the necessarily exceptional position of their agents. Many of these agents have temporarily become representatives of American and Japanese firms, and it would be unreasonable to expect them to give up these agencies unless those with whom they may in the future do business are prepared to pay them reasonable retaining fees. To firms who have not yet interested themselves in the South African market, but intend to do so after the war, it is suggested that the necessary arrangements should be entered into at once. They can be put into communication with reputable and experienced agents through the medium of the Board of Trade Department of Commercial Intelligence.

Mr. Wickham again emphasises the need of studying the market, and impresses on his readers the magnitude of it.

New Zealand.

Some instructive statistics as to the importation of motor-cars into New Zealand, and their place of origin, have been forwarded to us by Messrs. J. Ilott. The statistics to hand show that for the twelve months ending December 31st, 1916, 5,756 motor-cars were registered at the various offices of registration throughout New Zealand. An analysis of these cars shows that they came from the following countries: United Kingdom, 594; United States, 3,393; Canada, 1,551; France, 171; Italy, 21; Belgium, 13; other foreign makes, 57.

For the twelve months ending December 31st, 1916, 6,174 motor-cars were imported, valued at £803,031. For the twelve months ending December 31st, 1915, 3,596 cars were imported, valued at £612,855.

Railway Transport.

THE SUBJECT of railway transport was considered at the after-lunch meeting of the Aldwych Club Debating Circle on July 17th, when there were three speakers—Professor Hele-Shaw, F.R.S.; Mr. Roy Horniman, author of *How to Make the Railways Pay for the War*; and Mr. A. W. Gattie, chairman of the New Transport Co., who spoke on "How to solve the transport difficulty." The chair was taken by Mr. Sydney N. Skinner, J.P., chairman of Messrs. John Barker & Co.

Professor Hele-Shaw described the difficulties and delay of transport under the present system of railway management, particularly in the matter of clearing, and he made the astonishing statement that 97 per cent. of the life of a railway wagon was stationary and for only half per cent. of its life was it in motion holding goods. One of the speaker's proposals for improving the present system was the establishment of a vast clearing house, which should have nine floors, one above the other, and each as large as Lord's cricket ground. The handling of goods would be almost entirely obviated, for the articles to be moved would be in containers and electrical hoists would be used.

Mr. Gattie in his speech urged that a million pounds a day could be saved by the reorganisation of the transport system of the country and that reform was necessary in the interests alike of all carrying companies.

Sea-Pie.

IN ORDER to raise funds for the "authorised" naval prisoners of war charities *Sea-Pie* (price 1s. 6d.) has been published under the auspices of the Navy League and is sure of a warm welcome from a generous public, alike for the good cause it is designed to help and for its own merits. A very long list of talented artists and writers have generously given of their best and the result is a most attractive book of some one hundred and thirty pages. Advertisers have given *Sea-Pie* a very generous measure of support and ought to derive a good return therefrom.

THE DAILY DISPATCH

Is distributed over the most fruitful and responsive ground for the advertiser—Lancashire, Yorkshire, Cheshire and North Wales. Its circulation is five or six times larger than that of any other morning newspaper, local or National, in the same area.

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IN THE PROVINCES

What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

Birmingham.

Advertising lately has been well sustained in comparison with the preceding months, most of the regular firms being well to the front, with one or two newcomers appearing.

The London City and Midland Bank drew attention to their arrangements for officers in Cairo and the East to continue their patronage, and Lloyd's advertised their French agencies. Messrs. MacNiven and Cameron are pushing their "Cameron" fountain pen.

The Y.M.C.A. occupied daily spaces in all the papers during their great hut week, a peculiar feature being that the first two days the letters Y.M.C.A. were prominent, but in the following days the letters were conspicuous by their absence, the word "Birmingham" being substituted.

Whilst the bulk of local advertising is of the display type, there are a few firms who rigidly keep to the "smalls" day after day and year after year. Howards have pushed their umbrellas. Sutcliffe's fans are consistent "smalls."

Billposting seems to be confined mostly in these days to the great national advertisers, presumably those who held large stocks of bills.

The Theatre Royal have adopted several painted signs with a removable slip board for each week's change of entertainment, the music-halls going in for bills within the size allowed.

Occasionally, when an old favourite is staged, one sees a return of the former large displays.

Two firms—the Gas Company and Lewis'—anticipated "Baby Week" towards the end of June, stealing a march on the others. The drapers also took space for their July sales.

Bradford

The second annual meeting of the members of the Bradford Advertising Association was held at the close of last month, Mr. George Brown presiding. The total number of members was reported to be fifty-eight, the membership having been considerably reduced owing to so many men being called to the Colours. The balance-sheet showed a sum of £7 6s. 4d. on the right side. During the year lectures had been given on different phases of the advertising business, and the ideas and suggestions put forth had been so helpful that in some cases they had already been put into practice. The speakers had in each case been members of the association. Officers were appointed for the coming year as follows: President, Mr. A. Widd; vice-presidents, Messrs. W. T. Gant and E. Harper; treasurer, Mr. G. H. Lougee; financial secretary, Mr. W. Garnett; corresponding secretary, Mr. A. Denby; committee, Mrs. J. H. Somers, Messrs. Fred. Pickering, F. H. Somers, E. Chambers, E. Fox, A. Goldsborough, H. Williams, E. Cawthron, W. H. Clough, T. Oldfield, H. Moseley, W. Gilyard, T. Pratt, Midgley, W. R. Derwent, and George Brown.

MR. WALTER MAGILL

Advertisement Manager of "Freeman's Journal."

Dublin.

A fine array of Press advertisements signalised the "Summer Sales" at the beginning of this month. *The Irish Times* and *The Irish Independent* each carried displayed advertisements from Dublin's leading drapery houses, ranging from 4-inch double column to half and full pages.

Rate and commission-cutting are making a fight in Ireland in view of recent developments to secure concerted action by provincial newspaper proprietors. The twin evils in the advertising business of "fixing" a scale rate and cutting into it on the smallest pretext, and that of "split commissions," still obtain as part of "the system" in Ireland.

A "General Advertising Scale" has been agreed upon by the Irish Newspaper Owners' Association for the different classes of Government advertisements. These charges range from 6d. to 1s. per line. It was also agreed that not more than 10 per cent. would be allowed to auctioneers and not more than 15 per cent. to advertising agents.

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On June 30th, the "National Service" (for Ireland) advertising scheme was started by the insertion of 10-inch double column displays in a much restricted group of newspapers. The opening appeal was addressed to farmers "to secure labour now for the record harvest of 1917," and estimates of individual requirements were invited by the Director of National Service. Messrs. Kenny's Advertising Agency prepared and placed the series embodied in the campaign.

Messrs. McConnell's Advertising Service, Dublin, are responsible for the design of Messrs. Kiloh's (Cork) "Vaughan's Bronchial Cure" series now running in Ireland. Most of the appropriation was placed direct.

Mr. Andrew J. Corrigan, advertising manager to Messrs. Clery & Co., has been doing good work for his firm. In his illustrated series of "Talks by Clery Customers" he has made a breach in the old order of drapery advertising in Dublin, and commendation is deserved for the publication of "Clery's Bulletin" in connection with the summer sale. This innovation in seasonal drapery catalogues in Ireland was issued in newspaper format, eight pages, crown folio in size. Alike in typographical display, attractiveness of the "editorial features" and quality of illustrations and printing, the "Bulletin" reflected credit on the advertisement department.

The portrait of Mr. Walter E. Magill, advertisement manager of *The Freeman's Journal*, which we reproduce, is the work of Mr. Frank Leah, the *Journal's* own artist. The sketch is said by Mr. Magill's friends to be an excellent likeness.

MESSRS. CHAS. POOL & CO.

TO BE able in these very trying times to record such an increase of business as to necessitate a removal to larger premises is a thing of which to be proud indeed. And that is the happy position of Messrs. Chas. Pool & Co., who for the past sixteen years have carried on business at 90-94, Fleet Street, but now have removed to bigger quarters at 180-181 Fleet Street.

These premises, we may remind our readers, are situated at the corner of Fleet Street and Fetter Lane, an excellent position for a business of this kind. The advantage of such a corner site is not merely the commanding position which it enjoys, but it means light and air to a greater degree than can often be secured in the centre of a block, and as Messrs. Pool include in their service an art studio of their own a good light is a great advantage.

The transfer was effected in the earlier days of the present month, and now Messrs. Pool are comfortably installed in the large, bright rooms ready to receive their clients, the list of whom is steadily growing, even in war-time, a fact of which Mr. George Murray, the managing director, may well be proud, for the growth of the connection is largely due to his enterprise and thorough knowledge of the business.

Among new clients secured since the outbreak of the war may be mentioned the following:—Maxson's, the City Life Assurance Co., Zeekol, the World's Stores, Jarrold's, Grant Richards. Antipon, "Intolerance" (the film drama), Marcel's Hair Wave, Iron Constructional Co., the Pavilion Cinema, Mr. Gilbert Dale's Treatment, Sun Fire Plate Glass Insurance Co. and the General Steam Navigation Co. This is a fine record.

To clients of all kinds Messrs. Pool are ready to offer valuable service in every department, and the best proof of what they can do is afforded by the success of the work which they have achieved in the past.

The Pathé Frères Cinema, Ltd., 84 Wardour Street, W., send us a copy of a piece of promotion matter they have issued to advertise their film "The Hunting of the Hawk." Made of cardboard in the form of an open fan, one side is in crimson with a cluster of yellow roses, and the other has a series of scenes from the film reproduced in miniature with a synopsis of the story.

The advertising of the British College of Cookery's Food Economy campaign is being placed by Messrs. A. H. Clackson.

EVENING STANDARD

London's leading evening newspaper, having a larger circulation than the combined circulations of all its evening penny contemporaries. Its influence embraces the wealthy home counties.

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BUSINESS GOING OUT

The London Home of Twilight Sleep is being advertised through Messrs. Smith's Advertising Agency.

The promoters of the Ramsay Memorial Fund are undertaking their publicity direct.

Large spaces have been taken in several papers to advertise the cobaltcrom patent air-hardening high-speed steel. The advertising has been placed by Messrs. Gordon & Gotch.

Messrs. Jules Fortin are undertaking the advertising of Insectox for Messrs. Heppell, manufacturing chemists, Eden St., N.W.1.

Messrs. Milton's Advertising Agency are placing the publicity for Hurculaces. We regret that through an error we attributed the advertising to another firm.

Fawcett's Pearl Barley Mills, Castleford, Yorkshire, are now engaged in a little publicity campaign for their Natural Process Barley, and have placed the advertising in the hands of Messrs. T. B. Browne.

For the first time, we believe, branded bed sheets are now being advertised. They are the produce of Messrs. Rigg Bros., 6 Mosley Street, Manchester, and the publicity is being undertaken by Messrs. T. B. Browne.

The Amalgam Mills, Harpenden, Herts, proprietors The Associated Rubber Manufacturers, are now advertising their A.R.M. hose, and have entrusted the same to Messrs. Samson Clark.

Landika, a device and booklet to assist billiard players, is being advertised by Messrs. Harmon's Advertising Agency on behalf of the Landika Manufacturing Co., 20, High Street, Birmingham.

Messrs. S. H. Benson are undertaking the publicity for the National Egg Collection for the Wounded.

Large spaces have been taken in a number of papers for the advertising of B.L.I.C. by the British Lighting and Ignition Co., Ltd., 204, Tottenham Court Road, W.C.1. The publicity work has been entrusted to Messrs. F. Wilson, of Hatton Garden.

The Wilfley Co., Ltd., Salisbury House, E.C.2, are undertaking direct the advertising of their Reed-Wilfley sectional canvas hangars.

A new tooth paste, Zoka, is now being placed on the market, and the advertising campaign has been entrusted to Messrs. G. Alexander, Ltd.

The "Crowning Glory" Co., Crown Mansions, Aberdeen, are now advertising a treatment for the hair.

Messrs. Pratt & Co. have been entrusted with the publicity of Pinin, a watch-holder, on behalf of the makers, whose address is 60–62, Red Lion Street, E.C.1.

Dulc-O-Do, a toilet water, is being advertised by Scott's Chemical Co., Ltd., 67, St. Paul's Avenue, Willesden, N.W.2., Messrs. Willing, Strand, being in charge of the publicity.

Space is being taken in the illustrated Press for the advertising of light tents for active service by the Lightweight Tent Supply Co., 61, High Holborn. The publicity is being undertaken direct.

Messrs. Samson Clark were responsible for the new campaign by Marshall's School of Cookery, on the subject of demonstrations of fruit and vegetable bottling.

Messrs. Hooper & Batty are in charge of the advertising of "War-Eggs," a new dried egg product.

Messrs. Gibson & Reid, dyers and cleaners, of Paisley, are advertising their business through Messrs. S. H. Benson, Ltd.

Fresh copy for Grasshopper ointment and pills is being placed by Messrs. Chas. Pool & Co.

Reader advertisements are being used by Messrs. Reid Brothers & Kerr, 11 and 12 Pall Mall, S.W., concerning the wine trade. The business is being handled by Messrs. Spottiswoode, Dixon & Hunting.

Messrs. Street, of Cornhill, have been entrusted by the Society of Friends with the advertising of their appeal for funds for the provision of cottages to take the place of those destroyed by the bombardment in France and for the Belgian refugees in Holland.

The publicity campaign for the Ubel Knapsack Sprayer is being undertaken by Messrs. W. L. Erwood on behalf of the United Brassfounders and Engineers, Ltd., Empress Foundry, Manchester.

A big campaign is being undertaken by the Carlton Auxiliary on behalf of the Black Knight Dyeing Co., a new British dyeing enterprise.

The advertising in connection with the Boundary Commission has been entrusted to Messrs. G. Street & Co., Serle Street.

The Coal Controller's advertising in the Press is being placed by Messrs. James Willing.

Lieut. W. E. Barney, H.A.C., Mediterranean Expeditionary Force, and formerly a most efficient hon. sec. of the Aldwych Club, is now home on leave, and has just been married. The Committee of the Aldwych Club feel that there must be many friends of Mr. Barney's in the Club who would like to make him a wedding present, and have therefore opened a subscription list for that purpose.

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SUBSCRIBERS' ADVERTISING

In this section we review each month the Advertisements and Advertising Literature, and answer the questions pertaining to their advertising, sent by our Subscribers, free of charge. Subscribers are cordially invited to ask our opinion upon any advertising matter. Replies and reviews will be dealt with under assumed names if desired

MESSRS. RUSTON, PROCTOR & CO., LTD., engineers, Lincoln, forward us a copy of a booklet they have issued concerning their Ruston oil locomotive internal combustion engine, and also send other specimens of recent advertising of the same. The booklet is produced in the simple, dignified manner that one associates with high-class, old established British firms and creates in itself a good impression of the engine it is designed to advertise. The brochure, measuring 7¼ by 10¾ inches, is printed on a heavy, white, antique paper with deckled edges, the text being set in 18 and 14 point Caxton old face, ample margins helping to secure the fine effect achieved. The text matter is in black, with marginal notes and captions in red. The numerous half-tone illustrations are printed separately and then pasted on the antique paper, but we offer the suggestion that the black border which surrounds them gives a rather funereal appearance to the pages. A stipple or shaded border, we think, would have looked much better. A heavy cover paper, of pale chocolate brown, overlapping the inside pages, has been chosen. The yellow on the cover is, we feel, not very becoming. Of the advertisements, to our mind by far the most attractive are the nine inch column uprights, especially the one showing the booklet, a happy bit of lay-out. It may have been deemed necessary to make the engine a very prominent feature in most of the other advertisements, but the locomotive, however useful, is not a thing of beauty, and the advertisements rather suffer in consequence. In the half-tone reproduction of the photograph, however, the engine, though prominent, is quite in keeping, because it has a background.

MESSRS. MARSHALL & CO., Port Elizabeth, Cape Colony, forward us a copy of one of their recent mail-order catalogues. It is a substantial production running to 180 pages, measuring 8½ inches wide by nearly 11 inches high, and is printed on a very thin paper so that it may go as cheaply as possible through the post. No doubt its circulation is very considerable, for Messrs. Marshall are reputed to do the largest mail-order business in South Africa. The catalogue is crowded with illustrations, making it extremely valuable for the business for which it is designed, but the book offers little scope for review. The two-coloured cover represents a countryside in the Colony. The register of the blocks is bad. Every catalogue is numbered, and to the owners of twenty-five of the catalogues goods valued at £1 are awarded, the numbers being selected at random. This is an inducement to save the catalogues, as the winning numbers are not announced till the issue of the next catalogue.

MESSRS. GORDON & GOTCH, Cuba Street, Wellington, N.Z., forward us several specimens of advertisements they have lately produced for a variety of clients in the Dominion, and we may say at once that they maintain a high standard of excellence. The designs for the Maxwell and Chevrolet cars are for full pages, and are marked by fine, bold, open drawing such as would be well suited for printing on rather rough paper, while the letterpress is to the point. Both these advertisements ought to be most effective in a prosperous country like New Zealand, where the people have plenty of money to spend. Among the other specimens which please us are two or three for pianos, especially that for the Bristol Piano Co., though in another advertisement the arrangement of the background for the name Collard & Collard does not seem to us quite happy. Some good work has also been put out for the Big Tree benzine.

MESSRS. PALETHORPE & COND, The Century Press, Birmingham, send us a very attractive little calendar which they have just produced and for which they have sought a patent. Its simplicity and good taste will win for it a welcome wherever it goes. The colour scheme of the calendar, which is designed to stand on an office table, is a study in shades of golden brown, and as it has a glass cover with passe-partout frame it will retain its clean and fresh appearance.

THE HENRY STREET WAREHOUSE, Dublin, send us a booklet they have issued on the subject of clerical clothing, and entitled "Vestitus Clericalis Index." It is a very modest production, only sixteen pages (4⅜ by 7⅜ inches, including covers), but not lacking in taste in the lay-out. We think, however, that, as this booklet is designed to go to gentlemen, it would have been wiser to have used a better class of illustration. The suggestion of "good class," which it is desirable to convey in advertising matter addressed to educated people, is hardly presented here.

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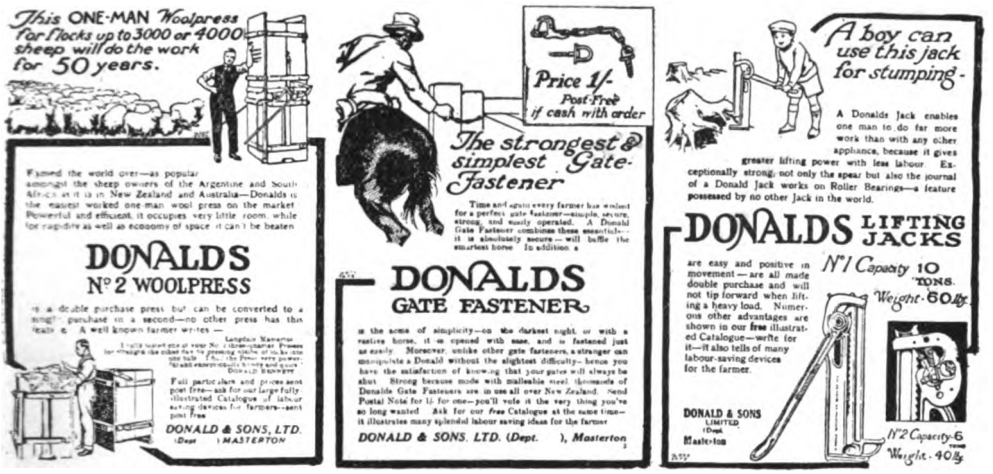

SOME EXAMPLES OF ADVERTISING IN NEW ZEALAND

MESSRS. J. ILOTT'S ADVERTISING AGENCY, Wellington, N.Z., forward us specimens of a series of advertisements recently produced by them for Messrs. Donald, makers of agricultural machinery, etc. Three of these we reproduce. The originals measure about 4 inches across by 6 inches high. They seem to us to be quite workmanlike, and the letterpress is convincing and to the point. The uniformity of lettering for the name of the maker will be noticed in the illustrations, and it has been observed in the other specimens not reproduced. This is certainly a good plan, for the reader of the announcement thus comes to recognise the advertisement and it gives a continuity to the series.

MESSRS. BROCKIE, HASLAM & CO., advertising agents, Temple Bar House, Fleet Street, send us a copy of a booklet they have issued entitled "Export Trade and How to Get It." Though the announcement in the "contents" that it is "a survey of the world's markets" is a rather ambitious claim to put forward on behalf of a sixteen-page booklet, it nevertheless contains a great deal of stimulating information which will be of real value to a man considering the extension of his overseas business. A large part is devoted to the reproduction of extracts from an address before the International Trade Conference in New York, an address worthy of careful consideration as the utterance of an expert. Another page which merchants ought to study is that given up to "trade building rules," and though framed by a German they are worthy of careful study, because they are extremely sound. They explain why the commerce of our enemy was growing so rapidly before the war. Finally, Messrs. Brockie, Haslam & Co. show how they can help the manufacturer and exporter in their laudable desire to establish themselves in the overseas market. The booklet is well turned out.

MESSRS. ED. BENNIS & CO., Little Hulton, Bolton, and 28 Victoria Street, S.W., forward us a copy of a catalogue of boiler-house elevators. It consists of a booklet of 28 pages and covers, and is turned out in good style. For the body of the catalogue a slightly glazed paper of a deep buff has been chosen and for the cover a biscuit-coloured paper with surface akin to ripple finish. The two papers do not, however, seem to us to go well together, the buff being rather aggressive in colour. A number of well-printed illustrations are used, mostly from half-tone blocks. The text matter, purely technical, is set in 14-point Caslon old face.

MESSRS. J. & N. PHILIPS & CO., Church Street, Manchester, and 24 London Wall, E.C., send us a copy of a folder issued to advertise their stock-taking sale. Opened to its full extent, it measures approximately twelve inches wide by twenty high, and a feature of it is that it is printed on smoked paper. This is very appropriate, as the design shows a "Tank" in action, breaking through wire entanglement. Above the land-ship roll huge masses of greenish brown clouds. The folder is described as "Clearing Lines," and a few words of text matter explain the object of the sale. The colours on the inside page show through faintly on to the other side. Whether this is intentional or not we cannot say, but the result is to make the folder, when closed, look as though stained by age or damp, for then only the outer side can be seen. We think this effect a little unfortunate, but taken as a whole the folder is a novel and workmanlike production. It was a piece of good fortune for Messrs. Philips & Co. that the retail drapers received the circular on the very morning when the news of the clearing of the Messines Ridge was announced.

THE POSTER ADVERTISING ASSOCIATION OF CANADA, 11 East Wellington Street, Toronto, send us a copy of a booklet

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they have issued to direct attention to poster advertising in Canada. The booklet is produced in a highly attractive form. It measures nine inches by twelve and is bound in a brown mottled paper. On the cover is depicted in colours a riverside scene with huge storehouses in the background. The view is designed to be seen through a screen of trees, and by an ingenious arrangement the coloured picture is cut away in suitable design, and the brown paper shown behind to represent the stems and leaves of the trees. This cover is an extremely effective bit of work alike in conception and execution. A white granulated paper has been chosen for the text pages, with a flat tint printed on it, the white being left as a border. Excellent half-tone pictures of the leading cities of the Dominion are reproduced, and have been beautifully printed from first-rate blocks. The letterpress consists of a succinct statement as to the rapid growth of Canada, and the splendid market it offers for British goods. What the writer says on the subject justifies his opening words: "The development of Canada reads like a romance." It is indeed such. Last of all in the brochure comes a concisely expressed statement of the case for advertising on the hoardings, entitled "I am the Poster." From this Creed of the Poster, if we may so call it, we extract a few articles: "I am of great size, so that all must see me. I am everywhere, on every street, that I may evoke the mighty power of repetition. I am beautiful in the richness of my colours that my wares may be looked upon with favour. I speak the one universal tongue—the language of the picture—attractive, convincing, and easily remembered. I am of few words that what I say may not be lost. I am my master's messenger for emblazoning his package and his trade-mark before the people—I am his herald for the new and his champion for the old."

MESSRS. CLAYTON & CO., Karrier Works, Huddersfield, forward us a copy of their Folder No. 2. It measures about 11¼ inches across by 8¾ inches high unopened, and is attractively produced, being printed on a fairly heavy white glazed paper. A screen tint in stone grey, with ruled white lines for borders, makes an effective background for the type and illustrations, the latter being printed from capital half-tone blocks in dark green. The illustrations, it need hardly be said, are of the Karrier Cars. The letterpress, set in 10-point Cheltenham, tersely and effectively sets forth the merits of the cars.

THE LONDON GENERAL OMNIBUS CO. send us a copy of a booklet they have issued to make known the attractions of the country round about London which may be reached with the help of their omnibuses. Tastefully produced, as would be expected of any piece of advertising matter issued by the company, it will be warmly welcomed by any and every London lover of country walks. For instance, one is told to go by such and such a 'bus to a certain place and then the route through pleasant country is described very carefully as to turnings, etc., to be taken, and the number of the 'bus for the return from another point is set forth, the length of the walk being given also. The text matter is arranged down the centre of each page and is flanked by delightful miniature illustrations from photographs. Messrs. F. H. Stingemore and Walter Benington, the photographers, have keen eyes for the picturesque, which they find often in the simplest subjects. Mr. Chas. White has supplied the lucid text matter. The booklet, which is entitled "Little Walks," should make excellent advertising for the L.G.O.C.

The Glasgow Herald has produced a new "subscription calculator" by means of which the old-fashioned system in newspaper offices of calculating the number of days comprised within broken periods can be considerably improved upon. It is the production of a member of the staff in Glasgow. The calculator seems to us to be a very ingenious method and should be most useful in the business departments of innumerable offices where we feel sure it will be warmly welcomed.

IDEAS

The great home weekly with a National circulation induces its readers to think, talk, and write about its advertisers. Keyed announcements bring shoals of replies. Proof will be given to any advertiser interested in novel publicity.

46 SHOE LANE, E.C. 4. Withy Grove, Manchester.

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THE "ADVERTISING WORLD" LAW REPORTS

Raising Rates.

IN THE City of London Court, on June 28th, before Judge Atherley-Jones, K.C., an action was brought by the United Newspapers, Ltd., as owners of *The Daily Chronicle*, against Mr. George Ravenshear, auctioneer, 39, The Broadway, West Ealing, to recover £4 10s. for advertisements inserted in *The Daily Chronicle*. Mr. Harry Strouts, who appeared for the plaintiffs, stated that since the war the rates for advertisements had increased. A notice was sent to the defendant of the proposed increase in the charges, and it was inserted in the newspapers in which the defendant's advertisement appeared. Defendant had paid half the amount claimed into Court, which was at the old rate of one shilling per line. The new rate was two shillings per line. Defendant had advertised before and since the war, so that there was a continuity in his advertising. Fresh orders were given by the defendant from time to time.

The defendant, in evidence, said he had never received any notice from *The Daily Chronicle* stating that the rate would be doubled. He asked his manager, who confirmed him that no notice had come to hand and he could not find out any trace of any having arrived. He did not see the notice in *The Daily Chronicle* announcing the increased rates. He would not have inserted the advertisements now sued for if he had seen the notice. Not until the account came in charging him two shillings a line did he know of the increase.

The Judge said he did not dispute for one moment the perfect good faith with which the defendant had resisted the claim, and he quite recognised the frankness and candour with which he gave his evidence. The plaintiffs could not have done more than they did in notifying their customers as to the change which they made. He was quite satisfied that the defendant never saw the notification and he was quite satisfied that he, personally, did not see the notice in the paper. It was not sufficient for the defendant to say he did not see it if he devolved his duties on somebody else. Judgment for plaintiffs with costs.

Hackney Furnishing Co.

IN THE Chancery Division on June 25th Mr. Justice Neville stayed the voluntary liquidation of the Hackney Furnishing Co., Ltd., all the creditors of the company having been paid in full.

Substitution—An Important Judgment.

A CASE of very considerable importance to advertising men was heard before Mr. Justice Peterson recently in the Chancery Division, when Messrs. Pearson Bros., of Conduit Street, W., and Bournemouth, brought an action against Messrs. Valentine & Co. to restrain them from passing off as "Matamac" goods which were not of the plaintiffs' manufacture.

In summing up, his lordship said plaintiffs manufactured and sold light-weight waterproofs under the name of "Matamac," which name they had registered. They had reason to suppose that various persons sold as "Matamac" goods which were not such and were not of the plaintiffs' manufacture. Accordingly a test order was sent to Messrs. Valentine asking for a "Matamac," as advertised in *The Daily Chronicle*. A garment was sent, and admittedly it was not a "Matamac" and not of plaintiffs' manufacture. Notwithstanding that it was obvious a "Matamac" was wanted, the defendants sent one of their own goods without any explanation that it was not a "Matamac." The same thing happened in two other cases.

The defence actually put in was to the effect

DAILY SKETCH

The fact-condensed pictorial daily newspaper which the business man reads because it gives him just what he wants to know in a crisp terse form, and the people at home enjoy because it provides them with a miscellany of interest—social, domestic and economic.

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that if a customer ordered goods of a particular name, the defendants' view was that if they sent them something else the customer would in all probability, or ought to, examine the goods, with the view of seeing whether the name was upon it, and that if he did his duty in examining the goods, the result would be that he would not be deceived. That was obviously not the law. If a man made a representation, it was no answer at all for him to say that if reliance had been placed upon the representation, and if an examination had been made by the customer, he would not have been deceived. A man made a representation at his own risk, and the customer was entitled to rely upon the representation made. Defendants represented directly that the goods were "Matamac." It was idle to suggest that they were entitled to do that in the expectation that the customer would, by examination of the goods, discover that they were not in fact "Matamac."

In the witness-box the defendant expressed the view in cross-examination that if a person ordered a "Burberry" it was honest to supply something else if that something else was of equal or better value, so long as he did not actually say that it was a "Burberry." He (the judge) did not agree that that was possible. Nor did he think it was honest if an order was given for a "Burberry" to supply something else. In his view, it was dishonest to supply something else without explanation. It was said that nobody was, in fact, deceived in this case, because it was a trap order. That might be so, but the attitude of the defendant was that the course he adopted was the right course, and that he was justified; in other words, that in future he would feel justified in taking the course which he had.

The defendant had threatened and intended to pass off as "Matamac" goods which were, in fact, not "Matamac" goods, and, therefore, he was liable to be restrained from doing so.

His Lordship granted an injunction restraining the defendants from selling or passing off as and for "Matamac" goods which were not of plaintiffs' manufacture, and ordered defendants to pay the costs.

"In Memoriam" Advertisements.

IN COMMEMORATION of the anniversary of the Somme advance on July 1st last year quite a number of provincial papers made a great feature of "In Memoriam" notices. After the name of the fallen soldier and the names of those who inserted the notice there were added in many cases a few lines of verse. The space occupied by these "In Memoriam" notices ranged from two to fifteen columns. *The Newspaper World* gives the following list of papers containing such notices which were sent to its office, together with the space occupied, reminding its readers that the setting was in some cases much closer than in others :—

	Columns.
Belfast Evening Telegraph (July 2nd)	15
Belfast Evening Telegraph (June 30th)	6½
Yorkshire Evening Post (June 30th)	3
Yorkshire Evening Post (July 2nd)...	3
Nottingham Evening Post	1½
Liverpool Daily Post	3
Liverpool Echo	4½
Manchester Evening Chronicle ...	6
Manchester Evening News	9
The Times	3
Edinburgh Evening News	5
Newcastle Evening Chronicle ...	13½
Glasgow Evening Times	2
Mexboro' and Swinton Times ...	3½
Portadown News	1½
Durham Chronicle	4

National Advertising Society.

THE FIRST election of pensioners, under the benevolent section of this Society, took place on Wednesday, the 11th inst., the candidates for the two vacancies being Messrs. George Wm. Dover, Robert Thomson, Edmund Ferguson, and Henry Agar. The successful candidates were Messrs. Dover and Thomson. The Society are pleased to be able to announce that they have been able to grant pensions also to the two unsuccessful candidates.

The committee urgently appeals to advertising men and women to support the Society, in order to enable the grant of additional pensions to be made at the next election, which will take place early next year.

Applications from advertising men and women over 60 years of age for the election are now invited.

Further particulars can be obtained from the registered office, 61 Fleet Street, E.C.4.

The death occurred recently of Mr. John S. C. Wynd, chairman of Messrs. Wright & Greig, of "Premier" whisky fame.

It was a notable piece of enterprise on the part of the Blackpool people to take, as they did on July 2nd, the front page of *The Daily Dispatch* to advertise the town and its attractions. Blackpool is always enterprising, even in war time.

Some copies of *The Northern Echo* which have lately come under our notice were remarkable for the volume of good-class advertising they carried. They were the issues for the last days of June and the beginning of July, and out of the six pages of which the papers consisted fully half of the space was taken up by advertisements. A striking feature of this advertising was the fact that the chief towns in the North of England were so largely represented, this showing the appreciation of the paper in the big and populous field in which *The Northern Echo* circulates.

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ITEMS OF INTEREST

We offer our congratulations to Second-Lieutenant M. F. Travers-Cleaver, R.F.A., on having been awarded the Military Cross for conspicuous gallantry in the field. His battery is on the Western front.

Private W. Iles, who was killed in action during a raid made by the Germans upon our trenches, was a young man of considerable promise in the advertising business. At the time of his joining up he was chief assistant to

THE LATE PRIVATE ILES

Mr. W. Southcombe, with whom he had been associated for many years. He was respected in the business, for men found him most pleasant and courteous to deal with. His business and private character, too, being so upright, he made many friends. Mr. Southcombe had an able assistant in Private Iles, who has left a wife and one child.

Mr. Herbert Owen has been appointed general manager of *The Pall Mall Gazette* and *The Sunday Telegram*.

Mr. Wm. Isaac Iliffe, head of the firm of Messrs. Iliffe & Sons, printers and publishers, of London and Coventry, died at the commencement of the month. He was 74 years of age.

Messrs. D. Harper & Co., Ltd., advertising novelty manufacturers, of 258–262 Holloway Road, N., have opened City showrooms at 56 Cheapside, where advertisers will be able to see specimens of various novelties suitable for all trades.

We regret to record the death of Alderman J. Grime, J.P., founder of *The Gazette-News* of Blackpool. Alderman Grime, who was 76, died on June 24th, having lived in Blackpool ever since 1866, when he came to the town from Preston. One of his sons is editor of *The Yorkshire Evening Post*.

Messrs. Catesby have placed in their premises a large and very handsome mahogany Roll of Honour tablet on which are recorded the names of the members of their staff who have taken up arms for their country, the names of those who have died being distinguished by a cross. The richly moulded entablature and pediment and the flanking Ionic pilasters give to the tablet a dignified and impressive character.

Messrs. Lewis Berger and Co., paint manufacturers, of Homerton, have changed the name of their house-organ from *Good Business News* to *Berger's Mercury*. The current issue, like its predecessors, is a model production.

Everyman announces that it has been decided at form a private limited liability company to carry on the paper.

The proprietors of *Scottish Country Life* have arranged with Messrs. Baxter & Son to represent them in London.

EMPIRE NEWS

the great
National Sunday Newspaper
Late Umpire

In future THE EMPIRE
will be called
the

EMPIRE NEWS

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Mr. Chairman and Gentlemen!

THE ALDWYCH CLUB

"Printers' Ink in War Time"

A VERY valuable address on the work of the Press during the war was given at the Aldwych Club after lunch on July 3rd by Mr. W. A. M. Goode. The speaker is the hon. secretary of the National Committee for Relief in Belgium, and is at the Ministry of Food with Mr. Kennedy Jones, M.P. Mr. Goode entitled his address "Printers' Ink in War Time."

Mr. Robert Donald, editor of *The Daily Chronicle*, presided.

In opening the meeting the Chairman referred to Mr. Asquith's solemn declaration at the beginning of the war that there should be no infringement of the rights and freedom of the Press and said that if they emerged from the war with their liberty in that respect unimpaired it would be a very great thing.

Mr. Goode said that at the opening of the war the censorship muzzled the Press and nearly paralysed the public. The value of printers' ink was almost entirely overlooked. Officials could no more foresee the practical military value of printers' ink than they could the effect of submarines, aeroplanes and the indiscriminate sowing of mines. But now there was scarcely a department which had not its own Press bureau, and printers' ink was recognised as a potential force. There had grown up amongst newspaper men a sense of responsibility which would permit the removal of an arbitrary censorship or its most repressive features. What had the censorship done to curb undesirable outbursts? There should be more frequent and frank conferences between the responsible editors of the dailies and those who held office.

Passing on Mr. Goode referred to the splendid work done by Sir Hedley Le Bas in raising huge sums of money and by Mr. Kennedy Jones in so doing and in helping in food control. The latter said: "You cannot overstate the service which, during the war, pen, paper and printers' ink have rendered to the cause of the Allies. The Press and the printers have been splendid." Mr. Kennedy Jones added that in the two campaigns in which he had taken part success would never have been achieved without the unpaid and unwearyingly whole-hearted support of everyone connected with printers' ink. He (Mr. Goode) had been the original malefactor in proposing the placarding of Trafalgar Square, though it had cost him no little pain and annoyance.

National service had been impracticable from its inception, and the public showed a horse sense in refusing to have anything to do with it. He regarded the attitude of *The Daily Chronicle* in declining to accept the advertisements of National Service as characteristic of the mind and spirit of the whole of the British Press as regards the war.

Mr. Goode said that he never spent a penny on advertising the Belgian Relief Fund in the daily press, and the splendid support given by the daily press to that fund testified to the disinterested patriotism of those who made their living out of the Press. In the Empire £2,500,000 had been raised for the fund.

German newspapers threatened to strike when their supply of paper was cut down by 44·5 per cent., yet the British Press never threatened to do so when their supply was cut down by 66 per cent.

The Chairman said the advertising of National Service was not at fault. What was wrong was the scheme itself. £60,000 was wasted over it. The most responsible work the Press would have to do was in the peace settlement, for Germany knew how to use the Press better than England did.

Sir Chas. Starmer, in proposing a vote of thanks to Mr. Goode and the chairman, spoke of the difficulties the Press had had to face, especially through shortage of paper. At one time there was almost a paper famine. The difficulties facing the country could not be settled without the help of the Press. The loyalty of the writers in the Press had been splendid.

Mr. Shirley Benn, in seconding the resolution, urged the newspapers to bring pressure to bear on the censorship to secure recognition for the work done by the British regiments at the front.

The Chairman, in his reply, said the Press had been fighting hard with the censor to secure recognition of the gallantry of the British regiments.

Lord Leverhulme on Capital and Labour

LORD LEVERHULME addressed the members of the Aldwych Club after lunch at the Connaught Rooms on July 10th, it having been found necessary to defer the address from June 26th, the date originally fixed, owing to the fact that on the earlier day Lord Leverhulme was engaged in a case at the Law Courts. The subject of the speech was "The Six Hours' Working Day." The chair was taken by Sir Thomas Dewar, Bt., and the muster of members of the Club and their friends was very large.

Sir Thomas, in extending a welcome to Lord Leverhulme, spoke of him as a great asset in the life of the nation. From being a peer of industry he had become a peer of the realm. He carried on his shoulders a responsibility equal to that of the rulers of many of the smaller states. He presided over the destinies

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of seventy industrial companies employing millions of money and tens of thousands of workers. By a system of co-partnership he had anticipated the changing times in which we were now placed, and that system he had put in operation for many years. A working man had said of Lord Leverhulme that he had an income of a steady £500 a week and that he slept in a fifty shilling bed on the top floor of his house. "I fancy," added Sir Thomas, "that the working man under-rated Lord Leverhulme's income and over-rated the value of his bed!"

Lord Leverhulme said that in considering the problems they would have to face after the war they should consider what had been their attitude in the past towards the race with whom they were now in conflict, and with whom they would have to engage in the war of commerce. Britishers were a very easy-going people and their attitude had been to magnify and extol the Germans and consider them a pattern of organisation, and of every commercial virtue. Britishers had in fact rather run themselves down. Let them remember that nearly all the great industrial inventions of the world and those used in warfare were the product of Britishers or of their Trans-Atlantic cousins. The German method had been to send their young men to this country, learn all they could from us, and then return to their own country, and reap a rich harvest from our brains. It was their method to pilfer our brains. What we had to do was to ask from our Government reasonable protection for the brains of our own people, not protection in the other sense. It was not the fault of this country that the aniline dye trade was lost, but of the Government, and the difficulty in the way had now been remedied. We had the right brains, the right intelligence, and only needed the right opportunity.

Passing on to speak of the relations between capital and labour, Lord Leverhulme said the present antagonism ought not to exist; the two interests must be fused into one. In future labour must be capital as well as labour. In former days master and man worked together and they knew and understood each other. Modern conditions made that impossible now, and the remedy was co-partnership, but it must be on the strictest business lines, and it must lead to increased efficiency, and supremacy of management must be maintained. Because work was often so monotonous the worker became exhausted, but the fresh worker could turn out far more than the tired. A six-hour day with double shifts would lead to increased output, as the workers would be fresh. They would, said the speaker in conclusion, meet the difficulties of the future by improving their conditions of output, the workmen would not be opposed to the capitalist because he would be one himself.

Mr. Gordon Selfridge, in thanking Lord Leverhulme for his address, congratulated three members of the Aldwych Club—his lordship, the Chairman, and Sir Chas. Starmer—on the honours lately conferred upon them.

These three gentlemen briefly acknowledged the congratulations offered them by the company.

SALES MANAGERS' ASSOCIATION

Ladies Eligible as Members

THE SALES MANAGERS' ASSOCIATION concluded another session on the 21st ult., when it met, as usual, at the Holborn Restaurant. Mr. W. B. Robertson presided.

The draft rules were discussed and some amendments made. One of the rules provided that ladies might become members, an amendment in favour of membership being confined to men being rejected.

Mr. F. R. Jones, the former hon. secretary of the Association, who lately returned from a business mission to the United States and Canada, then spoke on his impressions of those countries. He said Canada was a marvellous country not only in regard to its climate, its rapid growth, its scenery, and its facilities for travel, but for its possibilities for the settler and the opportunities it afforded for trade and commerce; 72 per cent. of the goods required by Canada were supplied by the United States. He could not help thinking there was something wrong somewhere, because Canada would be only too willing to buy British goods if she could get what she wanted from us. He referred to the great use which was made of water as a means of providing current and power, and he spoke of the wonderful richness in minerals of many parts. In his tour through the United States he was struck with the fact that the Americans are undoubtedly a wonderful people.

Mr. E. S. Daniells having spoken,

Mr. F. A. Mackenzie, who represents *The Toronto Star* at the front with the Canadian troops, said the barriers and breaches that had kept the Anglo-Saxon peoples apart were being wiped out, and as a Canadian he could assure the gathering that Canada wanted the British there more and more. "We want you in Canada," he said, "because we know you are the people to get things done. The Canadian thinks he is the superior person, but in time he comes to know that the Britisher is the man to 'get there.' We have found this out in this war. We want you to co-operate with us more and more because we know the solid accomplishment, the solid purpose of the Britisher. We want you because when the war is over the growth of Canada, great as it has been, is going to be so great as to leave the last generation far behind. After the war the men who have fought are not going to settle down to city life, to the life of the factory, the poorly paid work of the town labourer, the miserable pittance of the agricultural worker. The West is calling, and to the West they are going."

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COMPANY MEETINGS AND REPORTS

Messrs. Gamage.

Speaking at the annual meeting of Messrs. A. W. Gamage, Ltd., Mr. A. W. Gamage said that as compared with the period prior to the war the turnover showed a considerable increase. Up to the present time they were well ahead of their figures for the corresponding period of last year. Although the turnover had been less their net profit showed a slight increase over that of the previous year. For 1915 the net profit had been £38,332, for the year under review it was £38,858. The stock had appreciated in value.

Messrs. Hazell, Watson & Viney.

The net profit for the year amounted to £20,949, and after paying debenture and interim dividends there was left a balance of £29,450 for distribution. The directors recommended a dividend of 7½ per cent. on the ordinary shares, making 10 per cent. for the year, and to carry forward £19,407, as against £16,538 brought in.

Messrs. Edward Lloyd.

Mr. Frank Lloyd presided at the 27th ordinary general meeting of the Company held on June 29th, and said that the profits for 1916 had increased by £20,567, which was £28,409 less than for 1913, making a total loss of £119,065 on the three years, as compared with the results before the war broke out, in spite of a capital outlay of over £250,000 during the years 1913–1916, all of which had remained unproductive during the war. The comparatively bad result of last year's working was due to the restrictions of imports of wood pulp and to the low price they had paid for deliveries against pre-war contracts, under an award by the Paper Commission. The whole of the Vittingfos property in Norway had been sold to a Norwegian company. A dividend was declared of 9d. per share on the ordinary shares, making with the interim dividend, 7½ per cent. for the year.

Sanitas.

Speaking at the ordinary general meeting of "Sanitas," held on June 27th, Mr. C. T. Kingzett, the chairman, said that notwithstanding the loss of trade due to the war they had not lessened their expenditure on advertising, considering it the wisest policy to maintain as far as possible the valuable goodwill which they had built up during the past forty years by judicious and extensive advertising. Loss in some departments had been compensated by increased business in others. They proposed to add ½ per cent. bonus to the 7½ per cent. dividend which they had steadily paid for upwards of twenty years. The accounts for the past year showed a profit balance of £18,274. The report was approved.

Messrs. Spicer Bros.

After paying debenture interest for the year and interim dividends for six months the accounts of Messrs. Spicer Bros. show a sum of £93,995 available for distribution. The directors recommended a final dividend on the ordinary shares, making 7½ per cent. per annum, and carry forward £70,995.

Messrs. White, Tomkins & Courage.

At the twenty-first annual general meeting of Messrs. White, Tomkins & Courage, Ltd., a record balance sheet was presented to the shareholders. Mr. E. J. Meinertzagen, who presided, said the net profit was £86,477, or £38,000 over the previous year. After payment of dividends to the Preference shareholders there was a balance of £103,330 9s. 8d., out of which they recommended a dividend to Ordinary shareholders at 10 per cent. per annum, carrying to reserve £15,000, and carrying forward, subject to excess profits duty, £70,330 9s. 8d.

THE
EVENING CHRONICLE
(Manchester)

Is read by a larger number of womenfolk than any other provincial evening newspaper. It has a direct home appeal. It has the largest distribution over England's wealthiest and most populous industrial county.

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THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending June 22, 1917. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

THE DAILY NEWSPAPERS (COLUMNS)

Date	*Times*		*Telegraph*		*M. Post*		*Graphic*		*Daily Mail*		*Mirror*		*Daily News and Leader*		*Express*		*Daily Sketch*	
	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.
1917 May 23	20½	16½	14	24½	6¾	19½	3½	4	11¾	2½	5¾	1½	9½	1	6	3½	6	2¾
24	26½	22½	12	23½	12	18½	5½	4½	19	2½	6	1½	9	1	9	1	11½	12
25	50½	15½	9	18½	3½	13½	2	4½	12½	2½	5½	1½	8½	1	5½	1	6½	2
26	7½	21	6	23	1½	15½	1½	5	10½	2½	1	1½	6½	1	5½	1	2½	4
28	4	11½	2½	13½	4½	11½	4½	3½	14½	2½	1	1½	8	1	6	1	3½	2
29	6½	16½	12½	19½	4½	15½	4½	4½	11½	2½	1½	1½	8	1	6	1	5½	2
30	11½	18½	4½	25½	5½	18½	5½	3½	17½	3½	7	1½	8	1½	4	1	6½	2
31	16½	22½	11½	25½	4½	20½	4	4	11½	2	6½	1½	8½	1½	8½	1½	7½	2
June 1	27½	17½	14½	19½	9½	12½	5½	5½	18	2½	5½	1½	10	1	8½	1	6½	2
2	8½	24	5½	25½	2½	16	1½	6	9½	2½	5½	1½	5½	2	6	1	2	2
4	48½	22½	22½	25½	7	17½	9½	4½	19	2½	10	1½	8½	1	9½	1	6½	2
5	11½	20½	21½	22½	4½	17½	3½	4½	19	2½	9	1½	6½	1	7½	1	7½	2
6	19½	17½	13	27½	10½	25½	7½	5½	12	1½	9	1½	8½	1	8½	1	8½	2
7	26½	17½	15½	28½	6½	21½	4½	3½	19½	2½	8½	1½	8½	1	7½	1	7½	2
8	17½	27½	12½	27½	7½	23½	2½	5½	11½	1½	10½	1½	8½	1	8½	1	8½	2
9	6½	26½	12½	22½	1½	12½	1	4½	10½	3½	4½	1½	6½	1	5½	1	5½	2
11	15	17	7	26½	10½	16	7½	4½	19	2½	6½	1½	9	1	10½	1	6½	2
12	16½	16½	23	23½	3½	17½	5	3½	19½	2½	8½	1½	8½	1	8½	1	8½	2
13	16½	19½	11	30½	3½	23½	3½	2½	12½	1½	8½	1½	8½	1	7½	1	7½	2
14	20½	23½	21½	26½	7½	20½	6½	4½	19	2½	6	1½	9	1	8½	1	8½	2
15	17½	17½	13	21	5½	19½	3½	4½	11½	2½	6	1½	6	1	7½	1	8½	2
16	10	29	9½	28½	11½	12	1½	5½	9½	2	3½	1½	6	1	8½	1	8½	2
18	15½	16	26½	23½	11	14½	9	6½	20½	3½	8	2	8	1	7	1	7	2
19	15½	17½	12½	31	1½	24	2½	3½	20½	2½	8½	2	8½	1	9½	1	6½	2
20	14½	19½	19½	27½	5½	18½	16½	4½	12	1½	9½	1½	9½	1	7	1	8½	2
21	20½	22	8½	26½	2½	19	6½	4½	18½	3	7	1½	8½	1	9½	1	9½	2
22	16½	21½	7	21½	6½	11½	2½	5½	11½	1½	8½	1½	8	1½	8	1½	7½	2
Total ...	488	231½	342½	658½	149½	475½	129½	121½	400½	64	185½	42½	227½	33½	203½	68	229½	143½

	Width of Columns	Length of Columns
Times	2⅛ ins.	24 ins.
Telegraph	2⅛ ins.	24 ins.
Post	2⅛ ins.	24 ins.
Graphic	2⅛ ins.	24 ins.
Mail	2⅛ ins.	24 ins.
Mirror	2⅛ ins.	24 ins.
Daily News and Leader	2⅛ ins.	24 ins.
Express	2⅛ ins.	24 ins.
Chronicle	2⅛ ins.	24 ins.
Daily Sketch	2⅛ ins.	24 ins.
Post	2⅛ ins.	24½ ins.
Telegraph	2⅛ ins.	24½ ins.
Times	2⅛ ins.	24½ ins.
Graphic	1¾ ins.	24½ ins.
Mail	2⅛ ins.	22 ins.
Mirror	1¾ ins.	24½ ins.
Daily News and Leader	2⅛ ins.	24½ ins.
Express	2⅛ ins.	24½ ins.
Chronicle	1¾ ins.	24½ ins.
Daily Sketch	1¾ ins.	24½ ins.

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THE EVENING NEWSPAPERS

(COLUMNS)

Date	Evening News D.	Evening News C.	Westmins'r Gazette D.	Westmins'r Gazette C.	Pall Mall Gazette D.	Pall Mall Gazette C.	Globe D.	Globe C.	Star D.	Star C.	Evening Standard D.	Evening Standard C.
1917.												
May 23	11	1	6	3¼	7½	5½	4¾	2¼	7	1¾	10	3½
24	11¼	¾	10½	2	17	1¾	10	1¾	5¾	1¾	11	3¾
25	11	¾	5	2½	9¼	2¾	5½	1¾	10½	1	6½	4¾
26	9¼	¾	5¼	3	8¼	2¾	2¾	2	3¾	1½	1½	3¼
28	6½	¾	Not publish'd		Not publish'd		1¼	2	3¾	1¾	1¾	3¼
29	9	¾	4¼	3½	7	2¾	6	1¾	7	1¾	4	2
30	10	1	4	3	7¼	5½	3¾	2	6½	1½	4¼	2½
31	10½	¾	4	2¼	9¼	2¾	5¼	2½	5¾	1¾	12½	2½
June 1	11¼	¾	9¾	3	14¾	2¾	9½	3	11½	1	14¼	3¼
2	8½	¾	5¼	2¾	6	2¾	4¼	2¾	3¼	1½	3½	2¾
4	11	¾	5¼	2¼	6½	2	9	2	6¾	1¾	11	3¼
5	12½	¾	6	2	8½	2½	7½	1¾	6¾	1¾	11½	3
6	11¼	¾	7¼	3¾	6¾	5½	6¾	2	10	1¾	11	3
7	11¼	¾	6¼	1¾	9¼	1¾	5¼	2	6½	1½	11¾	3¾
8	11¼	¾	5¼	3½	9¼	3	4	1¾	6¾	1¼	8½	5¾
9	8	¾	6	3½	7	2¼	4½	2	3¼	1½	7½	4
11	11¼	¾	6¾	3	8¼	2	9¼	1¾	6¼	1¼	8	5¾
12	12¾	¾	5	2½	8	2	8½	1½	7½	1¼	7	4
13	11¼	¾	4¼	2¾	7¼	5¼	6¾	2	8¼	1¼	11	3
14	11¼	¾	4½	2¼	10	2¼	5	2	7	1¼	11½	4
15	11½	¾	7¼	3	9	2¾	6	2	10½	1¼	9¼	2
16	10¾	¾	5¾	3	9½	3¼	4	3	3½	2	3½	2½
18	11¼	¾	4¾	2¼	7½	2	7¼	2¾	4¾	1¾	10	4
19	12¾	¾	4¾	3½	6½	2½	5¾	2	7½	1¼	10½	4
20	11	1	5	2	6	4½	4	2½	6	1¾	11	3¼
21	11¼	¾	4¾	2	9¼	1¾	6	2	3¾	1¾	7	3¾
22	11	¾	5¼	3¼	5½	2¼	4½	2¼	6¾	1½	8½	3
Total	289½	27	148	71¾	220¼	77	157	57¼	176	41	227⅝	92⅝

WIDTH OF COLUMNS: *Evening Standard*, 2⅞ and 3⅜ ins.; *Westminster Gazette*, 3⅛ and 4½ ins.; *Pall Mall*, 2⅜ and 4⅜ ins.; *Globe*, 2⅞ ins.; *Star*, 2⅜ ins.; *Evening News*, 2⅜ ins.

THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Tit-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show
1917.						
May 31	9	7	6 1/16	6⅛	8¼	10⅛
June 7	10	7⅛	6 1/16	6⅛	9	10⅛
14	10	7	6⅛	6⅜	9	10⅛
21	8	6	6½	6⅛	8½	10⅛
Total ...	37	27⅛	24¾	25⅝	34¾	40⅜

THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending	Country Life	Ladies' Field	Bystander	Tatler	Land & Water	Graphic	Sphere	Field	Punch	Illus. London News	Sketch	Queen
1917.												
May 31	43½	16	32½	19	14½	10¼	8½	18	13⅕	8½	14½	30
June 7	50	18	39¼	22¼	32¾	8¼	11⅝	16	Full	11	18½	25
14	48	19	38	25⅜	17	20	10¾	17	Full	9	18½	29
21	97½	20	41¾	27	17¼	8¾	9½	15	Full	10½	17	23
Total	239	73	151½	94	81½	47¼	40½	66	58⅘	39	68½	107

THE SUNDAY NEWSPAPERS

(COLUMNS)

Date	Observer D.	Observer C.	Sunday Times D.	Sunday Times C.	News of the World. D.	News of the World. C.	Lloyd's D.	Lloyd's C.	Dispatch D.	Dispatch C.	People D.	People C.	Reynolds's D.	Reynolds's C.	Sunday Chronicle D.	Sunday Chronicle C.	The Empire D.	The Empire C.
1917.																		
May 27	23½	10	21¾	9¼	10	2	9¼	8	11	1¼	9¾	10½	12	3½	12½	1¼	7½	1½
June 3	37	8	30¾	8½	10¼	1¾	11¼	6	12½	1¼	12	9¾	12½	3¾	12¾	1¾	11¼	1¼
10	36½	8	27¾	12	9¾	2½	11⅜	5½	13	1¼	13	9¾	14	4	Not pubshd		Not pubshd	
17	32	11⅝	31½	11¼	10½	2	12	5½	11	1¼	17¼	8¼	12	3¾	16¾	1	18	½
Total	129	37¾	111¾	41	40½	8¼	44¼	25	47½	5	52	38½	50½	15	41¾	4	36¾	3¼

WIDTH OF COLUMNS: *Observer*, 2⅜ ins.; *Sunday Times*, 2⅜ ins.; *News of the World*, 2⅜ ins.; *Lloyd's*, 2 & 2½ ins.; *People*, 2 ins.; *Reynolds's*, 2⅜ ins. LENGTH OF COLUMNS: *Observer*, 21¾ ins.; *Sunday Times*, 22 ins.; *News of the World*, 22⅛ ins.; *Lloyd's*, 19¼ ins.; *Dispatch*, 22 ins.; *People*, 18 ins.; *Reynolds's* 24⅝ ins.

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THE POPULAR MONTHLIES—JUNE

(DISPLAY AND CLASSIFIED—PAGES)

Strand	Cassell's	Quiver	New Mag.	Review of Reviews	Nash's	Woman at Home	Pearson's	Windsor
51½	36¼	32¼	22⅜	11	15½	28½	21⅜	26¼

Connoisseur	Wide World	World's Work	English Review	Royal	Grand	Novel Mag.	London	Captain
45½	25⅜	15⅜	16⅛	14¼	16¼	14¼	33⅜	7

Special Note—Insets are not included.

PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date		Bristol Times and Mirror			Glasgow Herald			Sheff'ld Daily Telegraph			L'pool Post and Mercury		
1917		National Display	Local Display	Smalls*	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
May	23	3¼	4¼	9¼	3	25	13½	3¼	3	4⅜	1⅜	7⅛	7
	24	3	2⅜	9¼	7	9½	8¾	5⅜	3½	5¾	1¼	6	5
	25	6	2⅛	9	4	18½	17⅛	5⅜	3¼	4	4¼	7⅛	10
	26	5½	10½	23	3	16½	10⅛	5½	7½	14⅜	1	6⅛	6
	28	¾	2¼	8	3	23½	14½	1⅜	3¼	3½	¼	9⅛	6½
	29	2	3	9½	5	11½	8	4⅜	3⅜	4¾	—	6	6
	30	3	3½	8¾	6	19¼	18	4¼	2¼	4	3⅜	7½	7
	31	2½	3¼	9¼	3¼	11⅜	10	4	3	4½	2½	5½	6
June	1	4¾	3½	8	4	17	16¾	3¼	2⅜	3⅜	5	7½	10
	2	7¼	11	22¼	3	14½	10¼	4	10	15⅜	⅜	9½	6
	4	1¾	4⅜	9¼	7	19	18	2⅜	3	4½	½	9½	6
	5	4½	3	10	5	11½	8¾	5¼	4	7¼	2	5	8
	6	2⅜	3¾	9½	3⅜	24	15	3¼	3½	4½	2	7	7½
	7	4	3¼	10	3¾	11¼	10⅛	5	3	5¾	2½	4½	6
	8	3¾	6	9	5	19½	16⅜	4¼	3	4¼	3½	11	9¾
	9	6¼	11½	22	3	13	12	6	10	18	⅜	8	6
	11	¾	6¼	10	5⅜	25	20	4½	3¼	5¼	½	11	7
	12	3¼	5½	9¾	4	11½	10¼	5½	4¼	7½	2½	5½	9⅛
	13	2⅜	3¾	10	5	24½	20	5¼	3½	4¼	3½	10	6½
	14	2½	3¼	10	3⅜	11⅜	11	5	3½	7¼	2¼	6	6½
	15	1⅜	3½	9¼	4½	17¼	16½	1½	3½	4½	2	7½	10
	16	6¼	12¾	24⅜	3	17	16	7	9	17½	1½	8½	7½
	18	⅜	2¼	9¼	4	22½	20½	3⅜	2⅜	4½	2	10½	7
	19	2	2¼	9¼	2⅜	14¼	12	5⅜	3½	6⅜	2½	5	8½
	20	2	4	9¼	3	23½	21¼	4	3	4	4	8½	5½
	21	3½	2	9½	3½	11½	11	6⅜	3½	5	2½	7½	5
	22	2	2⅜	9	3¼	19	18	2½	2¾	4¼	3	7½	12½
Total	...	88¼	127¼	305⅜	111¼	463¼	385	120¼	111	180½	58	205½	198¼

* Including Auctions. SIZE OF COLUMNS: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins., width, 2½ ins. *Sheffield Daily Telegraph*, front page, 21 ins.: inside, length, 23 ins. width, 2⅜ ins. *Liverpool Daily Post*, length, 24 ins., width, 2¼ ins.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

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PROVINCIAL NEWSPAPERS—(Halfpenny)

(COLUMNS)

Date	*Liverpool Echo*			*Northern Echo, Darlington*			*Sheffield Independent*			*North Eastern Daily Gazette*			*Daily Dispatch*			*Irish Independent*			*Northern Daily Telegraph*			*Yorkshire Telegraph and Star*		
1917.	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
May 23	1	3⅜	16¾	1¾	4⅜	5	½	3½	5¾	1⅛	5	8	6½	2¼	6¾	3	6½	5½	¼	4½	2½	3½	3⅜	3⅜
24	2	3½	15	2	5	5¼	1	3⅜	5½	3	4½	8	6⅜	3	6	2	8	5	⅜	3½	3¼	1⅜	4½	4⅜
25	3¼	3⅜	14	8	6	4¾	8	8	6½	6½	7½	8	7¼	2½	5¾	6½	9	5¾	4	8	3¼	6⅜	4⅜	4¼
26	—	1¼	8½	⅜	4¼	6	1	13¼	12½	1½	1½	8	1	4½	8	3⅜	15½	6	¼	+⅜	2¾	1½	4	4½
28	—	2¾	9¼	2½	3	4⅜	1¼	⅜	6	3	1½	8	3	2¾	5½	1	7	3⅜	¼	4¼	2¼	1½	2½	4¼
29	2	3⅜	10¼	3	3⅜	4¼	1½	1¼	7¼	2	2½	8	3¾	2¼	5	1½	7½	4⅜	3¼	5⅜	2¼	2½	2⅜	3⅜
30	1¼	2¾	12¾	2½	2¾	4	2½	⅜	5½	3	2¼	8	2¾	2⅜	5	4	5⅜	4¼	1¼	4½	1⅜	2½	2	3
31	2	9½	15⅜	2	4¾	4¼	⅜	2½	7	3	3	8	3¼	1½	5½	5½	8¼	4⅜	⅜	4¼	2¼	2⅜	2	4
June 1	6½	4¼	14¾	4½	3¼	4	5⅜	8	6	4	4	8	11½	1½	5¾	1½	5	5	3¼	7⅜	3½	6⅜	2½	3½
2	1¼	1½	9	⅜	5¼	5⅜	2½	8¼	14	2	2½	7½	1½	2¾	7¾	4¼	16½	5½	¼	4¼	2¾	1⅜	3	6
4	2	3½	15¼	2½	5⅜	3⅜	2¼	⅜	6	2½	3½	8	4	2¼	5¼	2½	11½	5½	½	4¼	2¾	2⅜	2	4¼
5	2½	4½	16	5	3¼	4½	4	7	8¾	6½	5	8	8½	3	4¼	½	7	4½	9½	5½	2¾	8¼	2¾	4¾
6	2	2½	18½	2¼	3¾	4¼	1⅜	⅛	6	2	3½	8	6¾	2¼	4¼	4½	10⅜	5⅜	5¼	4½	3	3⅜	1½	4
7	2	4½	14½	3¼	3	5	⅜	2½	7	4	3	8	8¼	2¼	5¼	6½	8¼	5½	⅜	3¼	3¼	5¼	2¼	4
8	7⅜	7½	1	7⅜	8¼	5¼	7¼	6	9	6½	8½	8	6¼	3	5⅜	2	5	4⅜	5⅜	9½	3	9	3½	3⅜
9	—	1	8½	1½	5¾	5⅜	1½	10½	15¼	1½	2½	8	—	—	—	3¾	12¾	5	⅜	4¼	3	⅛	3¾	5¾
11	2⅜	3	15½	3	5	4	1	⅜	7	2	4	8	7¾	3⅜	6	3½	11	5⅜	⅜	4¾	3	3⅜	1½	4½
12	5	4¼	14¾	2⅜	4⅜	4¼	5	7	9¼	4	4	8	10½	2⅜	7½	1	6	4⅜	7	5½	3½	6	2⅜	4
13	2¼	2⅜	18	2¼	5¼	5	2	1¼	5½	2	4	8	3¼	4¼	5¼	4	11½	5¼	⅜	4	3¼	3½	2	3⅜
14	1	2⅜	15½	2¾	4¾	4	1⅜	2	6½	2½	5	8	6¼	2½	4¼	5¼	9	6	½	4	4	2⅜	2½	3½
15	7¼	10¼	14⅜	5½	8¼	4¾	6	5⅜	7	3½	8½	9	5⅜	2¾	5	1½	4⅜	5½	6½	9	3⅜	6½	6	3⅜
16	1½	1½	9¾	6¼	6	6½	4¼	9¼	17	3½	1½	8	1¾	4¼	7¼	3¼	14	7⅜	⅜	3¾	4	2¼	3⅜	5½
18	1	5	14½	2⅜	4⅜	4½	1¼	2⅜	4½	3	3½	8	5½	2⅜	5½	4	11	5⅜	⅜	4¼	3⅜	2¼	1⅜	4
19	4⅜	2⅜	15	3¼	3½	4½	5	7½	7	2½	5	8	10⅜	3¼	5½	5½	8	5⅜	8½	5	3½	6¼	2⅜	4
20	3	4	17¼	2½	4⅜	4⅜	2	2	4⅜	3	3½	8	6	3¼	5⅜	1½	7	4½	¼	4½	3½	4¼	1½	3⅜
21	1⅜	3½	14½	2½	4¼	5	1½	3⅜	4½	3	4	8	5¼	2½	4⅜	6	8½	6	¾	3½	3½	7	2¼	3⅜
22	7½	11¼	14¼	8⅜	4½	5½	7½	6⅜	5¼	6	6	8	5½	2⅜	5¾	2½	5¼	6	7½	10¾	3⅜	8	4	4
Total...	73	111	363½	92	128¼	129¼	79¼	125¼	206⅜	87½	109½	216½	148¼	72⅜	147⅜	90⅜	240¼	143½	64¾	141¼	83½	113¼	77⅜	112¼

SIZES OF COLUMNS.—*Northern Echo*, length 22½ ins., width 2⅛ ins. *Sheffield Independent*, length 23 ins., width 2½ ins. *North Eastern Daily Gazette*, length 24 ins., width 2⅜ ins. *Daily Dispatch*, length 23 ins., width 2½ ins. *Irish Independent*, length 22 ins., width 2½ ins. *Northern Daily Telegraph*, front page, length 21 ins.; inside, length 22½ ins., width 2⅜ ins. *Yorkshire Telegraph and Star*, length front page, 21 ins., inside 23 ins., width 2⅜ ins.

Printed by W. H. SMITH & SON, THE ARDEN PRESS, Stamford Street, London, S.E., and published by the Proprietors, A. W. LIMITED, at Sardinia House, Kingsway, W.C.

HARVARD COLLEGE
DEC 13 1917
LIBRARY

The ADVERTISING WORLD

AUG. 1917 PRICE 1/-

HARVARD UNIVERSITY LIBRARY
DEC 18 1917
RECEIVED THROUGH THE SPECIAL
LIBRARY OF THE GRADUATE SCHOOL
OF BUSINESS ADMINISTRATION

"PUNCH'S" ALMANACK

:: 1918 ::

SPACE is now being booked for "PUNCH'S" ALMANACK (1918), due to appear about November 15th next, in a Special Cover in Three Colours, at 6d. per Copy.

The Almanack has grown in popularity and advertising revenue each year for many years past, and is beyond question the best advertising value offered among the Christmas seasonal publications.

It will be advisable to book up at once if you desire to secure space in this issue, as space is, as usual, strictly limited, and much of it already sold.

Instruct your Agents to place your order to-day or send it direct. But do not delay.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street : E.C. 4.

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The degree of confidence reposed in a newspaper by its readers has a direct bearing upon the value of that newspaper to the advertiser.

When readers are conscious that all sections of the news are presented judiciously, swiftly, and with regard to fact rather than sensation, there is evolved in the mind a bias in favour of the advertisers using that newspaper. And this bias is developed into definite appreciation of the advertisers' appeals when readers know that a strict censorship, eliminating the fraudulent and otherwise undesirable, is exercised over the advertising columns.

By virtue of such characteristics does the "Northern Daily Telegraph" hold the readers' confidence.

The northern half of Lancashire and West Yorkshire form the "Telegraph's" circulation field, North-East Lancashire being the central area, wherein the net sale exceeds the combined net sales of all other daily or weekly newspapers. And North-East Lancashire workers earn more, family for family, than those of any other part of the kingdom ; yet they do not unduly hoard.

"Telegraph" publicity is efficient service.

Head Office
BLACKBURN

London Office
85 FLEET STREET

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The Canadian Market for your Goods

Here is a book which answers all the preliminary questions you would ask before placing your goods on the Canadian market. A convenient, condensed compilation of facts and statistics relating to Canada, its people, its products, its markets, its advertising mediums—350 pages of data classified, tabulated and indexed for easy reference.

We know of no book published in the British Empire which serves its purpose so well as

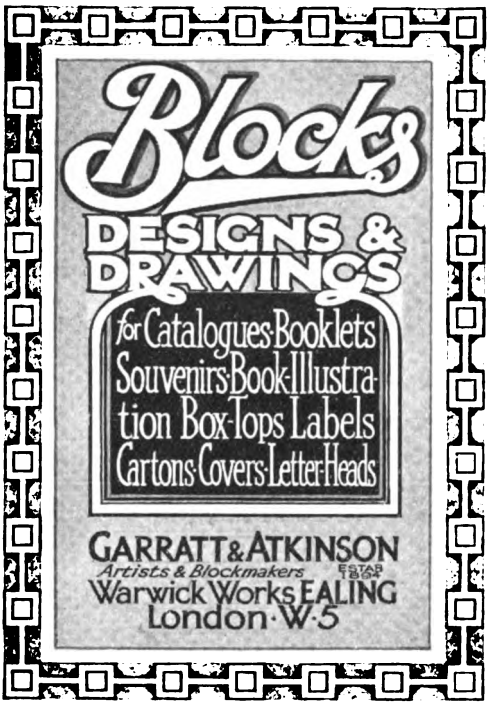
LYDIATT'S

"What's What in Canadian Advertising"

Published at $2: post free for 8/6 from

"The Advertising World"

SARDINIA HOUSE,
KINGSWAY, W.C.2.



In a 260-page Vest-Pocket Book

little longer than this advertisement, is contained lists of American publications, with rates and circulations, Bill-posting and Street Car rates, Populations by Occupation, Age and Religion, Family Incomes and Expenditure, Motor Cars by States, Number of Dealers by Trades, Trade Marks, Copyright, Wealth Production and Distribution in the U.S.A., Maps, Types, Imports, Exports,

MAHIN'S Advertising Data Book

is invaluable to the British Manufacturer contemplating the American Market and to the Student of Advertising.

Sent post free within the British Empire for 9/- by "The Advertising World," LONDON, England.

In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office

SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.

PRESS ETCHING CO., LTD.

12 WINE OFFICE COURT,
FLEET ST., LONDON, E.C.

Telephones: Holborn 2907-8.
Telegrams: "Collotype, London."

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The A.W. Professional Bureau

The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters :
The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone : HOLBORN 2269

These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.

SITUATIONS WANTED.

Advertisement Manager. (B. 36)
Experienced man over military age would take outside representation or position as manager and office organiser of publication or advertising firm. Splendid references. £350 or close offer.

Advertisement Manager. (B. 37)
Ten years with a large London store ; five years advertising expert with well-known agency. Over military age. £250–£300. Can commence new duties at once.

Advertisement Canvasser. (B. 38)
Thoroughly experienced. Good connection. Free in August. Part salary and commission on results. Over military age.

(B. 35)
Advertisement and Sales Manager
Has had full control of large advertising appropriation over a period of nine years. Greatly experienced in dealing with selling staffs and outdoor representatives. Competent organiser. Fully qualified to take control of entire office staff. Age 30. Married. £400.

Technical Copywriter. (B. 40)
Lay-out and design of advertisements for the technical press in the electrical trade, writing of descriptive paragraphs of new apparatus for insertion in the technical papers, etc. Lay-out and copy of advertisements for all sections of retail trade, booklets, folders, mailing cards, sales literature, etc. Experienced in ordering blocks, instructing artists, and correcting proofs. Age 36. Salary £4. Ineligible.

Copywriter (B. 34)
Thoroughly experienced copy and layout man is open to accept responsible position in Midlands, Birmingham preferred.

Part Time Copywriter. (B. 41
Experienced advertising man requires work. Capable of turning out good forceful copy at short notice.

As Advertising Manager, or Manager of Mail Order House. (B. 39)
Able prepare effective advertisements and write forceful selling form-letters, besides giving the personal touch that tells—and sells—in individual correspondence. Experience in subscription book-selling and as journalist. Expert lecturer and writer on Salesmanship. Free at short notice.

SITUATIONS VACANT.

Provincial Service House
have a good opening for lay-out and registration man or woman. Apply "Service," ADVERTISING WORLD, Sardinia House, Kingsway, W.C.

Wanted
a buyer of stationery and printed matter. A good knowledge of papers is essential. A fair salary would be paid to the successful applicant. Box "National," ADVERTISING WORLD, Sardinia House, Kingsway, W.C.

Active Man
wanted to assist in developing a new article already on the market. One capable of interviewing, engaging men on commission and otherwise in various parts of the country ; accustomed to card index and follow-up systems, who knows the ropes of modern methods of getting business. Article already advertised and large business in prospect. State fully: experience, salary required, etc. Box, "Modern Methods," ADVERTISING WORLD, Sardinia House, Kingsway, W.C.

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"BARGAINS" UNLIMITED.

500,000 Catalogue Envelopes, sizes up to 14 × 12, One Million Business Envelopes from 5/9 1,000, 500,000 Official Envelopes, 2 Ton Brown Paper, 1,000 Reams Typing, 50 Gross Shorthand Books, Blotting, Pencils, Scribbling, Letter Pads, Wages Bags, &c.

WRITE, STATING PLAINLY YOUR REQUIREMENTS TO—

DAVY HAMMOND, COULSDON, SURREY. ESTABLISHED 56 YEARS.

BADGES

SATIN FLAGS : SOUVENIRS

Designs and Estimates submitted free for any kind of Metal or Enamelled Badges, Silver and Gold Medals, Souvenirs, etc., etc.

OUR DESIGNS & VALUE ALWAYS THE BEST

THOMAS FATTORINI
Badge Manufacturer, **BOLTON**
ALSO AT BIRMINGHAM, LONDON AND SKIPTON

Indian & Colonial Advertising

Expert Advice from Personal knowledge of Markets and 60 years' experience.
WRITE FOR PARTICULARS.
D. J. KEYMER & CO.
8 WHITEFRIARS STREET, LONDON.
Telephone No.: 5310 Holborn.
ADVERTISING COUNSEL

BOUND VOLUMES OF THE
Advertising World
Strongly and handsomely bound in crimson cloth boards, per volume (post free) **7/6**

PERMONISING

means true economy in your advertising expenses and a real saving in paper costs.

Showcards, window tickets, matchbox covers, blotters, calendars, bank-note cases, etc., etc., treated by our process become indelible, water and climate proof.

We are makers of a great variety of advertising novelties. May we quote you?

The business under its new proprietorship has been extended by additional staff and machinery, and as before is under the personal management of Mr. STANLEY V. MACHIN, to whom all letters should be addressed.

THE PERMO COMPANY, LONDON ROAD BEDDINGTON CORNER
MITCHAM, SURREY
Telephone: MITCHAM 832

Monthly **6d.** THE **LONDON TIME-TABLE** Monthly **6d.**
AND RED RAIL GUIDE (ABC)
600 pages FITS THE POCKET IN SIZE AND PRICE 600 pages

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

Special Features:—Steamship Guide, Buyers' Guide, 'Bus and Tram Services, Entertainment Guide, London Stores, Hotels, Golf Clubs, Racing Fixtures, etc.

General Offices: Hampden House, 3 Kingsway, London, W.C.

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The A.W. Information Bureau

This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.

Note These Two Simple Rules.

(1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).

(2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

A FEW EXTRACTS FROM ENQUIRIES RECEIVED THIS MONTH

"*Can you advise us where we can obtain some 'Shaw Walker' upright filing cabinets, 12¼" ×14½" drawer front, 15" drawer depth, in mahogany finish?*"

"*Kindly forward us addresses of printers of numerical tickets.*"

"*We should like to be put into touch with manufacturers of the leather, or imitation leather, cases with handles used to carry books in.*"

"*Do you know an artist who could let us have an exceptionally distinctive series of drawings suited to the advertising of our commodity?*"

"*Will you inform us as to the precise nature of the existing regulations affecting poster advertising?*"

"*Is there a printer who can supply stock poster stamps?*"

"*Will you inform me where I can obtain copies of 'The Poster'?*"

"*We should like to know which are the American newspapers that 'specialise' in drapery and the allied trades advertisements, such as our 'Daily Mail' and 'Observer.' I should require the papers of the principal American cities.*"

"*Is there any law prohibiting the distribution of pulp card throwaways, either in the street or from house to house—and who are the quickest and cheapest people to make 'cut-out' pulp card throwaways?*"

"*Is it permissible to use posters on one's own premises that exceed the 600 square inches?*"

"*Can you give us the name of an artist who can draw first-class pen portraits in bold black-and-white from photographs?*"

"*We should be glad to have as complete a list as possible of naval and military publications.*"

THE DAILY DISPATCH

Is distributed over the most fruitful and responsive ground for the advertiser—Lancashire, Yorkshire, Cheshire and North Wales. Its circulation is five or six times larger than that of any other morning newspaper, local or National, in the same area.

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Safe & Sure

for reaching people in districts which are not dependent upon any one industry, and where consequently the purchasing power is always maintained.

The Brighouse Echo

& The Elland Echo

papers on which the public rely for local news and general information — papers on which advertisers can rely to sell their goods.

Office: Park Street, Brighouse, Yorks.

ADVERTISING

THAT BRINGS RESULTS

Manufacturers and Agents

who want INCREASED Sales in Gas, Oil and Steam Engines, Motor Tractors—Ploughs, all Agricultural Machinery

SHOULD UTILIZE

THE IRISH HOMESTEAD

The Organ of the Agricultural Co-operative Movement in Ireland. Founded by Sir Horace Plunkett.

Specimen copies & Advt. Rates from **18 Sth. Frederick Street, Dublin.**

SIGNOLOGY!

MEANS knowledge of signs—what they can be made to do, and how they can be made to do it.

That knowledge we possess, because we have studied sign problems for years, and have actual experience of what every workable idea is worth.

Let us tell you what we have learnt. State your proposition and let us make a signological suggestion. It will cost you nothing, and may mean good business for you.

J. OLDHAM,

with which is Incorporated GAWTHORP'S LTD.,

: SIGN ADVERTISING SPECIALIST :

Foot of YORK ROAD, LEEDS

Signs to cover all your needs Made and fixed by OLDHAM, Leeds.

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The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

AUGUST, 1917

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"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. to places in British Possessions and 12s. to foreign countries; single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

ADVERTISEMENT RATES can be obtained upon application to the Manager. FORMES CLOSE FOR PRESS on the 30th of each month.

SARDINIA HOUSE, KINGSWAY, LONDON, W.C.

Registered Tel. Address: ADVERWARLD, HOLB. LONDON. 'PHONE: 2269 HOLBORN Cables: ADVERWARLD, LONDON

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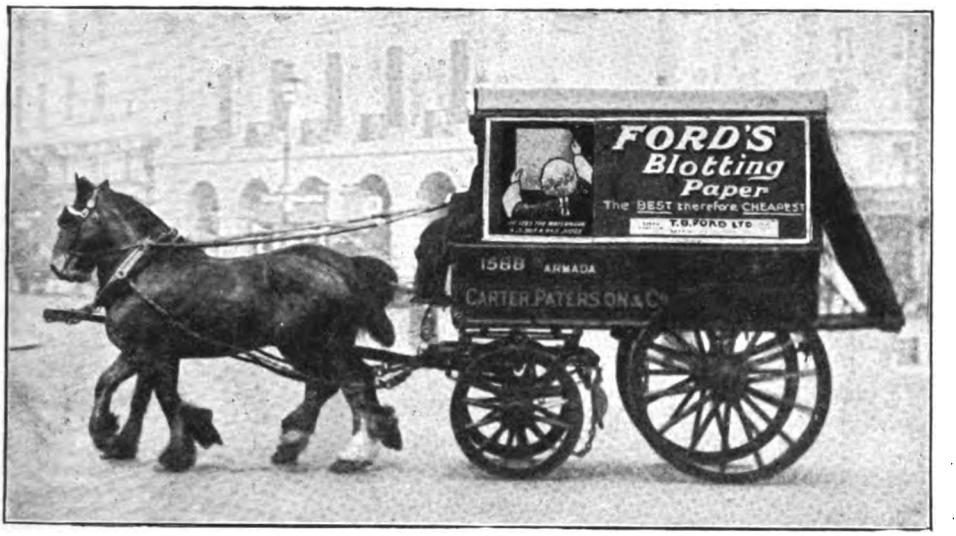

Insure Your Goodwill

THE goodwill of a business—which may have cost thousands to create—is well worth preserving till the return of normal times. An ideal method of keeping the name of your proposition alive and moving in the minds of the people—both in London and the Provinces, is to utilise

J. WEINER'S
"VAN-AD" POSTER SERVICE

It offers—for a small expenditure—a practical and effective *insurance* against depreciation of goodwill. Many national advertisers are using Van-Ad. Posters for this purpose.

Write to-day for particulars :

J. WEINER,
32 SHAFTESBURY AVENUE, LONDON, W.

Telephone : 1128 Gerrard. Telegrams : "Lithoprint, Piccy, London."

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IF

you advertise in any manner or form—if you send out letters or catalogues—if you do anything to increase sales or if you desire so to do—it will pay you to discuss the matter with us. We secure our business by advertising—the method we recommend others to use. There is no other method that is at once so effective or so economical. We are the largest advertisers in our industry and we know. We practice what we preach and we have always found it a profitable policy. No other firm of professional advertisers can show a similar record of success during the War.

We are proud of this record and challenge comparison regarding it. We invite correspondence with manufacturers who contemplate a vigorous and painstaking campaign for trade after the War and we stand ready to prove our capacity to serve them from every standpoint. Our present clients are the foremost Houses in their line and they are our credentials. May we serve you ?

CHARLES F. HIGHAM
LIMITED

The Leading Firm of Professional Advertisers

IMPERIAL HOUSE, KINGSWAY, LONDON, W.C. 2.

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GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

VOL. XXXII. NO. 2 AUGUST, 1917

A NEW WORLD

EVEN those slowest of apprehension are now beginning to suspect that the conclusion of peace may mean something more than a mere return to the *status quo*. They are coming to understand, not without trepidation, that it will not be possible for them to resume operations just where and as they suspended them in 1914 or later.

It is something gained that this idea is at length becoming general, for it is undoubtedly the right one. The good old days, or the bad old days—it is all a matter of taste—are at any rate dead old days; and whether we mourn or whether we rejoice, they will never return.

When so much is perfectly realised we shall have gone some length towards preparing for the unknown new conditions which we shall most certainly all have to meet as adequately as may be. Efficient preparation is not easy, since the outlook is so uncertain; but it will

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need to be put in hand on the assumption, thoroughly safe, that the new conditions will demand more intelligence, more energy, a greater all-round efficiency than the old.

From the paralysing restrictions of war-time the manufacturers and merchants of all nations will find themselves plunged into the furious activities of a peace time such as they, or the world for that matter, have never conceived as being within the limits of the possible.

Competition for trade, national and international, will rise to a pitch of keenness that will probably seem ferocious until we all become used to it. There must be—unless we assume an extension of hostilities that will utterly exhaust the resources of all civilised peoples—an enormous demand for all sorts and descriptions of peacetime commodities when wartime is over. And there will be the fiercest competition to supply it. All the resources, not only of individual traders, but of great industrial organisations, and not only of industrial organisations, but of powerful States, will be diverted from military to commercial endeavour.

They will all have a more efficient plant and a more highly organised personnel at their command than they ever possessed before; facilities created, it may be, for the industry of war, but easily to be adapted to the warfare of industry. The most elementary instinct of self-preservation must lead them to utilise every advantage they hold to the utmost; and since all the conventional barriers of commerce will have been thrown down by years of destructive warfare they will be in immediate conflict with each other in every quarter of the globe.

The traders, the organisations, the States which are just a little better prepared than their neighbours for this all-important struggle, will enter upon it so favourably appointed that they can hardly fail to emerge with a lion's share of the prizes.

Is this country so prepared, or are due preparations in progress?

The answer is in the affirmative as far as production is concerned; and in the negative when related to distribution.

British manufacturers, as always, are giving plenty of attention to the goods, but they are neglecting the markets. And salesmanship, scientific salesmanship, is becoming ever more and more dominating a factor in both domestic and world trade.

If British trade is to hold its own, or even part of what it has been accustomed to regard as its own, British traders must speedily put their selling departments in order.

And they must advertise with larger vision and more determinate intention than they have been wont to do. They must conduct their advertising in the spirit of farmers who laboriously and without intermission prepare the soil and sow the seed in anticipation of a harvest in due season, and not in that of mere chance wayfarers who break through a hedge to rob an orchard.

The advertisers who will make good in the times that are coming—and trading without advertising will be more than ever a patent absurdity—must be productive, and not merely predatory. They

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must set out to make a market for their goods; for the time is past when raids on other people's markets will serve.

In short, they will have to work, and work hard, for whatever they get; also they will have to work with understanding. And the sooner they make up their minds to it, and set themselves to master the tools of their trade, the better.

THE MINISTRY OF RECONSTRUCTION

ONE of the most important steps recently taken by the Government is the establishment of a Ministry of Reconstruction. It was taken none too soon, although some inquiries into the conditions and problems of reconstruction had already been put in hand by other departments.

Such piecemeal investigation is, however, only of minor usefulness, and if it led to piecemeal treatment of the whole subject might easily be exceedingly mischievous. The institution of a department competent to take broad views and to co-ordinate sectional efforts was a plain necessity. The outbreak of peace might easily lead to a confusion and disorganisation only less disastrous than the outbreak of war unless intelligent and comprehensive preparations were made to deal with its effect.

We hope that the new Ministry will meet with all the assistance from business men that it has a right to expect. Those who take the attitude that "what commercial people want after the war is as little interference as possible from the State" are simply rabid individualists of a type that has ceased to have any excuse for existing.

What commercial people want in these days is all the assistance they can get from the State; and if they do not get the right kind of assistance they will only have themselves to blame. If they refuse to co-operate ungrudgingly with the Government in the interest of the community as a whole, they cannot grumble if their own interests are sometimes damaged.

A rampant individualism, as things are, is sheer mutiny in face of the enemy. Whether one may like or dislike it we live in an age when all effort, to be successful, must be organised on a large scale and under unified direction. And the best-equipped director of the national commercial campaigning should be a member of the Government possessing all the power, influence and facilities that only such a Minister could command. The presence of an incompetent Minister in such a post would only indicate that British business men are too apathetic, or too busy fighting each other, properly to conserve the great trust in their charge. They could effectually control the appointment if they set their minds to it.

First of all, let them get rid of the idea that a Minister must of necessity make it his business to "interfere" with trade in a wanton and unreasonable manner. The commander-in-chief of an army

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interferes rather actively with the business affairs of his divisional commanders, and through them with every individual in his command; and it is on his power to do so that the fighting efficiency of the whole military organisation rests.

NETT SALES

THE situation created by the restriction of newspaper circulations, owing to the increased cost of production and the limited supply of paper, is leading to renewed discussion of the old question: What is the basis of circulation value?

There need be no variation in the standing answer to this question—we speak, of course, from the advertisers 'point of view. The basis of circulation value is "nett sales." That circulation may represent size without quality, or quality but not size, is perfectly true; but it does not alter the fact that the value of either a general or a "class" circulation is, almost without exception, only measurable by the "nett sales" rule. A sale of two copies in one case may be of more service to the advertiser than a sale of two hundred in another; but four copies sold are worth more than two, even of the most exclusively sectional medium, and four hundred copies paid for by the general public are worth more than two hundred.

All sorts of attempts are made from time to time to obscure this elementary truth; some of them as ingenious as the reasons for their reticence advanced by publishers who withhold circulation figures altogether.

Those who refuse to make any definite statement as to circulation usually pretend to justify their attitude by an affectation of believing that advertisers are incapable of understanding how much "quality" often conditions the publicity value suggested by mere numbers. There is just enough truth in this plea to give it a semblance of sweet reasonableness; but no more. Advertisers as a body are much wiser than some space-sellers would, perhaps, wish them to be.

Why "nett sales" should be the basis of a right judgment of media advertising values, in all but very exceptional instances, it is very easy to perceive. What costs nothing is apt to be regarded as being worth nothing. Given away by the sender it is thrown away by the recipient more often than not.

Consequently, a distribution of free copies can rarely be regarded by the advertiser as effective circulation.

The number of people who read a newspaper or periodical, not of those who only pass it on from the letter-box to the waste paper basket, is what he is concerned to know. In short, he wants definite and genuine "nett sale" figures; showing the number of copies which get into the hands of readers sufficiently interested in their contents to pay for them. Returns, voucher copies, copies sent out for publishing propagandist purposes, or copies distributed without charge in order to furnish some sort of a foundation for misleading

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circulation claims, all these he would have, in the future he *will* have, treated as non-existent in the circulation figures supplied to him.

He does not propose to understand the term " Nett sales " in any but its plain and proper meaning, and he is perfectly right.

SOUR GRAPES

UR one and only Billing publishes in *The Imperialist* what he describes as " the only paper that does not accept advertisements, and therefore is free to speak the truth." The sweeping charge thus levelled at the Press of this country is thoroughly characteristic of his one-eyed outlook, his intemperance, and his careless treatment of facts.

However regrettable it may be, we are afraid there will be a prevalent idea that if *The Imperialist* does not now carry advertisements it is because it cannot now get them, not because it does not desire them. And it will be remembered that one of the first appointments made to the staff of *The Imperialist* was that of an advertisement manager. It is true that the connection of this official with the paper was of the shortest; but why was he appointed at all if Mr. Billing was so convinced of the incompatibility of carrying advertisements and speaking the truth ?

Those may be pardoned to whom Mr. Billing's austere and self-denying morality—of course, in his capacity of newspaper publisher—is suspect. The ill-conditioned among them will probably say with sufficient bluntness that he seemed willing to restrain his boasted freedom to speak the truth as long as it appeared probable that advertisement space in his paper would command any revenue, and that the high and noble attitude of renunciation he now assumes was only put on when it became plain that there was little, if anything, to renounce.

The story of the fox and the grapes is not a new one, though it will never be out of date. It gains fresh interest in being blended so ingeniously by Mr. Billing with that of the fox who had no tail.

AUTUMN ADVERTISING

E have been having, as might have been expected, an unusually quiet time during the " holiday " season, but prospects for the autumn are distinctly good. The volume of advertising will, of course, be much affected by the various restrictions that nowadays hedge us in on all sides, and by the inability of so many advertisers to obtain a sufficient supply of " the goods " to sell.

When every allowance is made, however, there still remains an amount of advertising already in hand for launching in September and October, that will be more than enough to fill the space available

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in the better class of Press media, and to keep those who provide other advertising facilities tolerably well occupied.

Upon many advertising organisations a demand has, indeed, been made which is taxing to the utmost the energies of depleted staffs. Advertisers who are not hopelessly put out of action by circumstances altogether beyond control do not seem at all disposed to be unduly discouraged by the uncertainties of the existing situation.

Once again—we speak from a mass of exact information—it will be found that advertisers are prepared to "carry on" with an optimism and determination beyond all but the most sanguine anticipation.

A GRAVE INJUSTICE

THE restrictions placed upon catalogue circulation have from the first been looked upon as ill-considered and vexatious by the traders affected by them. It was not a presumably necessary reduction in the supply of advertising material that raised opposition, but the action of the Government in determining what use should be made by private consumers of such supplies as were available.

If the shortage of paper rendered a restriction of supplies unavoidable—the only excuse offered for the interference with circular advertising—catalogue advertisers were quite willing to be rationed, but they resented not being allowed to make free use of whatever supply might be apportioned as their own.

In the same way, if it had become necessary to save the Post Office labour involved in the distribution of circulars, advertisers in the habit of using the mail would, without complaint, have accommodated themselves to circumstances.

But they are not content to see competitors allowed to profit by the disabilities laid upon themselves.

Very widespread resentment has been caused by the discovery that the advertising facilities denied by the British Government to British traders are being freely accorded to their foreign competitors.

Catalogues and circulars advertising the goods and services of foreign trading organisations are being distributed without let or hindrance throughout the whole of the British market to the serious detriment of native traders. For instance, we may mention a fairly bulky catalogue circulated by the *Magasins du Louvre*, of Paris, which, according to our information, has effectively covered the country during the past few weeks.

If this sort of thing is allowed to continue it will mean that the traders of this country will have the felicity of sitting by with tied hands while their own Government assists foreign rivals to despoil them. They will hardly consent to be so victimised.

The order under which they suffer must either be removed, or it must be extended to cover traders overseas as well as those at home.

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There is no question, be it remarked, of securing to our own traders a preference, only of permitting them to meet foreign competition on equal terms.

By far the better plan would be the countermanding of the Order, and its replacement, if necessary, by regulations more in accordance with the real demands of the existing situation. It is unfairly discriminating, needlessly vexatious, and cannot in the least be justified by its alleged intention. No end is served by its continuance, unless a permanent exhibition of official ignorance and obstinacy be considered desirable.

In any case foreign advertisers must not be allowed advantages of which British advertisers are deprived. As the mail is closed to us, so it must be closed to those who, with a keenness for which we have nothing but admiration, are " after " our trade.

THE COST OF DISTRIBUTION

"NOTHING has been more remarkable in the recent universal discussion of retail prices," says *The Times*, " than the failure of most writers to recognise the essential fact that the cost of production is not the sole, and often not even the principal, factor in fixing the price to the consumer. In the case of many articles the cost of selling and distributing is normally greater than that of production. In war time it may be greatly increased by existing conditions. Advanced reformers find a popular text in the contrast between the value of a field of turnips and that of the same turnips when sold in small bunches to the housewife. They forget that the cost of producing turnips cheaply is not the *crux* of the matter at all. The real problem of reducing their cost to the consumer is that of improving the means for bringing the turnips to the people, or in the alternative the people to the turnips."

We are glad to be able to note that public attention is being so strongly drawn to this much-overlooked truth. When it is better understood the importance of efficient advertising, as the most powerful means of securing economical distribution, will, perhaps, receive the recognition that is its due.

THE ROYAL Commission on Paper, on behalf of the Board of Trade, issued on August 20th a general licence making important concessions with regard to the issuing of circulars. Under the terms of this licence tradesmen's catalogues and price lists and all classes of advertising circulars, with certain exceptions, may be issued and dispatched from now up to January 31st, 1918, to the extent of one-third of the weight of paper used for the catalogues and price lists and advertising circulars issued by tradesmen between August 1st, 1916, and January 31st, 1917.

For the purpose of this licence the expression " advertising circulars " includes any advertising sheet or periodical in the form of a newspaper or magazine, whether registered as a newspaper or not, which is distributed gratuitously, and of which advertising is the main and not merely an ancillary purpose ; diaries, almanacs, and calendars issued gratuitously and containing advertising matter ; but does not include circulars requesting the verification of information for books of reference. The expression " paper " includes cardboard or other similar material or any substitute for paper.

This licence does not extend to circulars issued by registered moneylenders, bookmakers, etc., or to persons offering to deal in stocks or shares (other than those issued by members of any recognised Stock Exchange to their own clients), or by promoters of or persons interested in any competition involving guessing or a test of skill.

The general licence issued on March 10th 1917, is thereby revoked.

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MR. WARWICK BROOKES, M.P.

By C. G. S.

WARWICK BROOKES, the popular Member for Mile End, had previously sought Parliamentary honours, having, as a Unionist, contested West Newington twice in 1910 against a strong Liberal opponent, Capt. Norton, then Assistant Postmaster-General.

By dint of persistent personal efforts and perfect organisation Warwick Brookes twice lowered his opponent's majority in a division which had been a Radical stronghold for years and stood an excellent chance of winning the seat at the next trial of strength, when a vacancy occurred at Mile End through the accession of the Hon. H. Lawson to a peerage, and Mr. Brookes was invited to become a candidate. At that time Zeppelin raids on London were in the air, and the resultant scare was utilised to the full by the opposition candidate, Mr. Pemberton Billing, who, however, failed to impress the solid Mile Enders, and Warwick Brookes was elected by a substantial majority.

He was heard to say that it was the "triumph of organisation against a cause," and probably he was referring, amongst other things, to his business-like adoption of the card index system for the purposes of his campaign.

Mr. Brookes's business activities are extensive and diversified. Originally an ironfounder, by force of circumstances arising out of the war he built and equipped a factory at Burnham-on-Crouch for the manufacture of canvas goods and equipment required for the Army, thus providing employment for hundreds of boatmen and their dependents who had suddenly found their occupation gone.

In commercial circles, Mr. Brookes is well known as the managing director of the Junior Army and Navy Stores, Ltd., and the Civil Service Co-operative Society, Ltd. Both these time-honoured establishments seemed at one time to have acquired a lethargic tendency, which required the introduction of a vigorous personality to disperse, and one welcomes the signs of energy and enterprise following closely upon Mr. Brookes's assumption of control, which indicate that a new era had commenced for both concerns.

Mr. Warwick Brookes has had a varied experience in different parts of the world, including the United States. He is a born *raconteur*, and one never tires of listening, watching the play of his thoughts and observing his changing moods, "from grave to gay, from lively to severe." And through it all crops out the intent earnestness of the man of business, eagerly alive to every chance and doggedly tenacious in following up every scheme which seems to offer attractive prospects.

A Manchester man by birth, he has become cosmopolitan, and is equally at home ashore or afloat, with prince or ploughman, in the club or in the streets of his constituency. As a practical yachtsman he has few superiors. Yacht racing is his favourite sport, and he was one of the first to build to the International Metre Class. He is a member of several of the leading yacht clubs, where his sunny smile and cheery greeting receive a warm welcome.

He is also a member of the principal political clubs, and yet one cannot resist the conclusion that politics, as such, do not engross his attention. Business, and particularly business efficiency, is the attraction, the lodestar; and if one could interpret his inmost thoughts on the green benches of the House of Commons he would say "A plague on both your houses. Why can't we cut out all this cackle and get on with business, get on with the war?"

Action, and audacious action, is the dominant characteristic of the man, and one instinctively feels he is the sort you would like to feel at your back in a row—civil, military or political.

Mr. Warwick Brookes has a son who is serving his King and country as a Lieutenant in the South Lancashire Regiment, and a daughter who has been performing national service as a chauffeuse.

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MR. WARWICK BROOKES, M.P

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E. A. COX — ARTIST AND POSTER MAKER

Some discursive comments on the work of a newcomer who is rapidly attaining a front-rank position in posterdom

By SIDNEY ALLNUTT

ANY OBSERVATIONS of the works of Mr. E. A. Cox which did not take into account the fact that he is an artist first and a craftsman afterwards would be based upon a misunderstanding.

He is a craftsman, and an able craftsman, but his craftsmanship is always subservient to his vision and emotion. It is by reason of what he is, more than by what he can do, that he is rapidly becoming one of the most interesting exponents of the living art of to-day.

Capable craftsmen are in these times becoming more and more numerous; artists are as rare as they have been all through the ages: Cox and his work therefore demand rather more than common attention.

The man Cox is a smallish bundle of supersensitive nerves, covered by such an envelope as appears in his portrait on pages 92-93. He has about him an air of restrained alertness—as of a cat waiting for a mouse, except that there is nothing sinister in it—that is his most pronounced exterior characteristic. It expresses the emotional artist's eagerly apprehensive posture towards a visible universe that is full of exciting and wonderful surprises. His eyes are constantly providing him with fresh material for new emotional adventures; and it is what things have made him feel, as well as their mere external appearance, that he is concerned to express in line and tone and colour.

This attitude of mind—the artist's attitude—gives his work the unusual interest and distinction it undoubtedly possesses. It is not a record of the efficient operation of an animated camera, but the revelation of a highly-characterised human individuality. And since nothing interests human individuals so much as others of their kind, the impression made by his drawings and paintings is both immediate and lasting.

That Cox's work will develop into something still more arresting and

FROM THE ORIGINAL PANEL IN THE ROYAL EXCHANGE, LONDON

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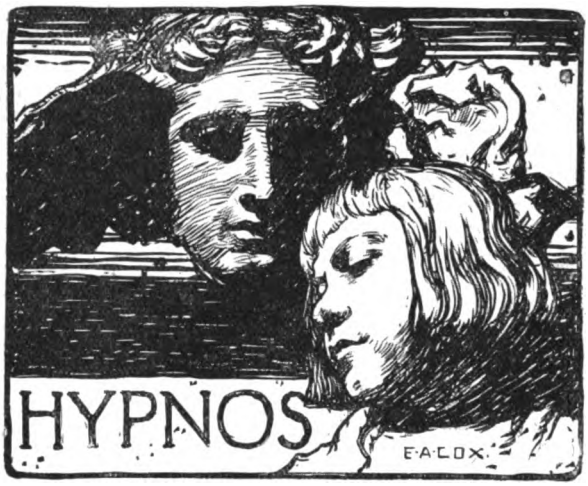

FROM A "LINE" ORIGINAL

significant than it is at present may safely be asserted. Though he now expresses himself with no little fluency it is in a language that is not altogether his own. Like most emotional people, he is very responsive to outside influences; and his work is strongly coloured by his admirations. There are many of these more or less perceptible in nearly everything he does; but the most dominating of them all is his profound regard and respect for the manner and methods of Mr. Frank Brangwyn. He has, however, never been subject to his chosen masters to the point of imitation, and is every day trusting more confidently to his own vision and evolving more definitely his own mode of setting down what he sees. Before long we may fairly expect that he will have fully emancipated himself from leading strings and learnt to walk alone on his own way towards his own ends.

For though Cox is physically forty years of age, as an artist he is a youth. It is a case of arrested development. Until three or four years ago the major part of his time was occupied by semi-mechanical and uncongenial work; and he had no leisure for those artistic adventures for which, however, he was all the while sedulously training himself.

Since his emancipation his progress has been almost startling, as though it had behind it all the accumulated energy of those fallow years: and if it continues it cannot be long before, as an artist, he comes to his belated maturity.

What we may look for then may be measured by the quality of his existing achievements.

The illustrations accompanying this article will give some idea of what Cox has done and is doing; but only double or treble the number could indicate adequately the extent of his range, and it would tax the resources of chromatic printing to do justice to the distinction of his colour.

Our necessary restriction to black-and-white reproduction is the more regrettable in that not only is Cox a really distinguished colourist, but that to this aptitude he owes a great part of his success as a designer of posters. He revels in warm and glowing arrangements of colour, and is unwearying in his search for striking and unusual harmonies. In this direction he is the

FROM A SERIES OF FOUR "UNDERGROUND" POSTERS

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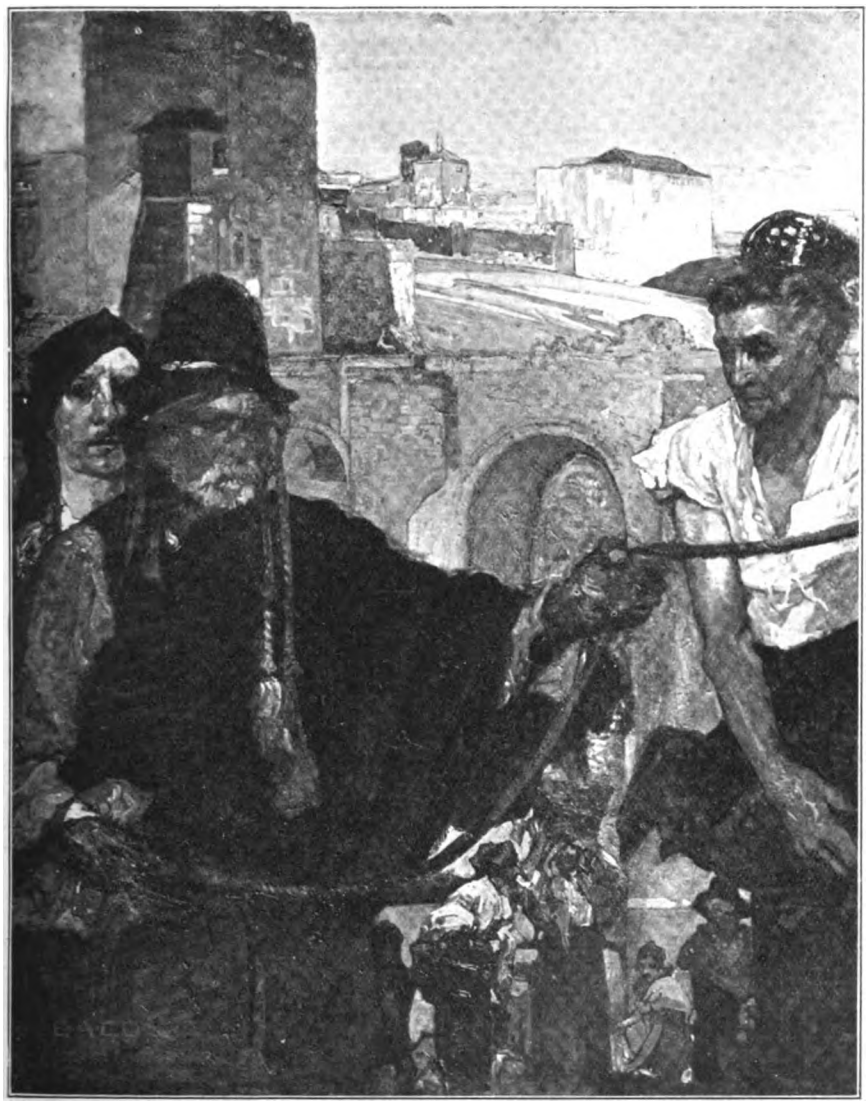

FROM THE ORIGINAL OIL PAINTING

boldest of experimentalists, but his experiments are based upon keen observation and regulated by a trained instinct for chromatic relationships, so that he seldom fails to "make good" even with the most complicated schemes.

Another quality that helps to mark him as a predestined poster designer is his habit of viewing everything as a piece of decoration. A group of figures, a landscape, a heap of vegetables or a collection of pots and pans, is to him, first and foremost, something to be reduced to decorative terms. He cannot help arranging it into a constructed design, in which each several detail has a definite and considered relation to every other, and all are disposed with a strict regard to the space to be covered.

His posters, therefore, are not only pleasing to the eye by reason of super-

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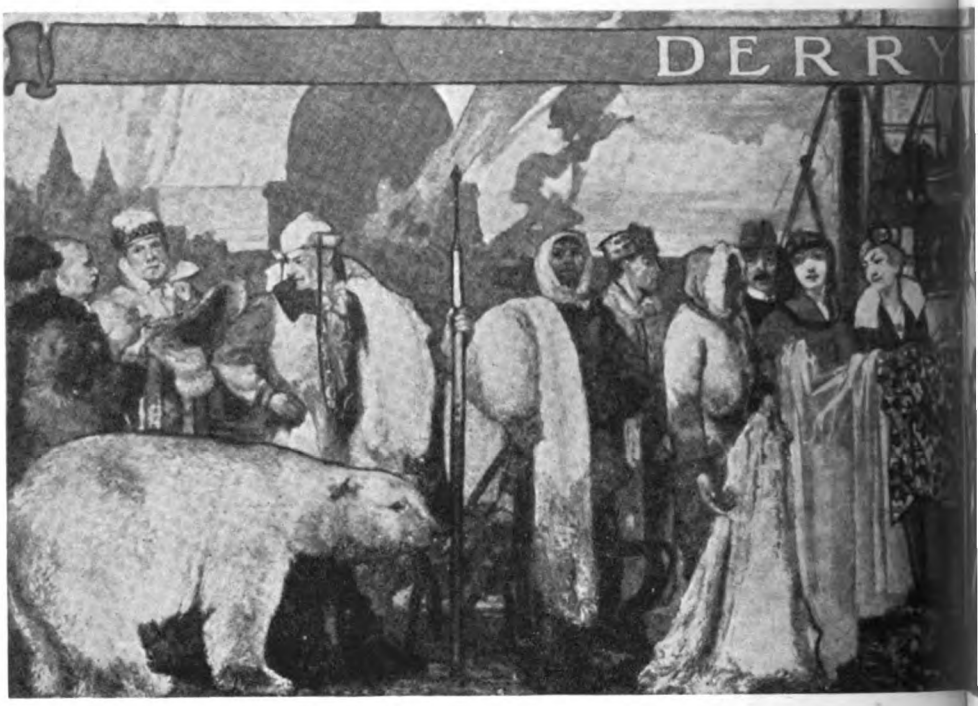

FROM THE PAINTING EXHIBITED AT THE BACK OF

ficial attractions of form and colour, but are also satisfying to the intelligence as ordered and stable unities. It is possible, even probable, that the average wayfarer does not explain to himself in this manner the pleasure and satisfaction he derives from a Cox poster; but he feels what he is unable, or too careless, to describe. The poster has its way with him, though he might not be able to say why; and whatever it advertises thereby secures a good measure of the right kind of publicity.

To the advertiser who is wise enough to secure his services Cox will endear himself because of his ready understanding that a commercial poster has a commercial intention and his appreciation of the leading selling points of any given proposition. Although an artist and a determined individualist, he is neither unpractical nor scornful of ideas other than his own.

Without being at all given to self-depreciation except in one particular—he has never had a just idea of his commercial value—he is yet modest enough to be receptive of suggestion and advice. He will invariably translate what he is told into his own language, for he has too pronounced a personality to be no more than a reflector, but he will not forget or ignore it.

Cox has to his credit one of the most effective of the great panel paintings that glorify the Royal Exchange in London, and a considerable number of pictures that have attracted much attention at the Royal Academy and other important art exhibitions.

Among the many designs which have already demonstrated his quality as a poster-maker may be mentioned one done for the Orient Steamship Co., Ltd., a series for the London

MR.

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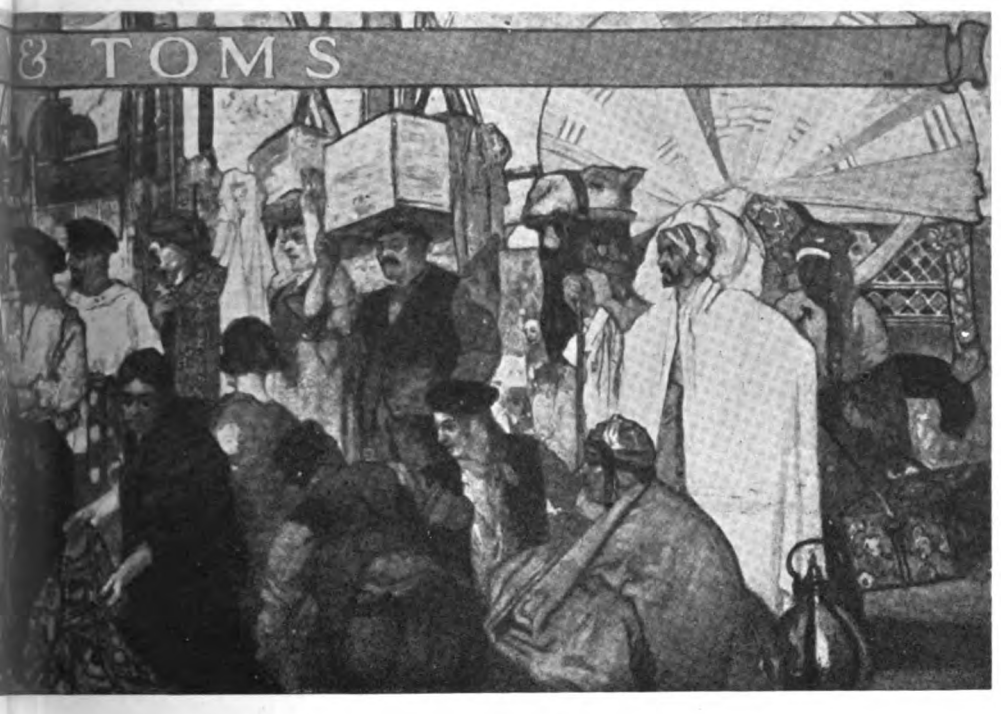

HE INDICATOR BOARD AT VICTORIA STATION, LONDON

COX

"Underground" (from which we reproduce an example), several for Mr. John Lane, the publisher, and one (also reproduced) for Messrs. Derry and Toms. This last is exhibited, as an original, in a splendid "solus" position on the back of the indicator board at Victoria Station.

He has also been responsible for a large collection of "book-jackets," each of which is a little poster in itself.

Master of many methods, he is especially happy in handling chalk and crayon, and in such a broad treatment of "line" as may be found in the "Hypnos" drawing reproduced on page 90. To brothers of the brush his most attractive medium is the genuine water-colour, its clean washes put on with a full brush, which he handles with so much freedom and confidence and to such delightful effect.

It is, however, to those who use posters that we here address ourselves. To them we say that if they are in search of a poster which shall be dignified, striking, impressive and a real work of art as well as a sound bit of business, they cannot do better than discover what Cox can do for them.

His work has a habit of dominating its surroundings, by virtue of its virility and that touch of the "grand manner" it invariably displays, and it is magnetic in securing the closer examination which its more intimate good qualities demand both from the eye and mind of whoever may come upon it.

It may interest a good many advertisers to know that he is particularly drawn towards still life subjects, which he contrives to invest with a rare and characteristically "personal" interest. He is not at all careless of veracities;

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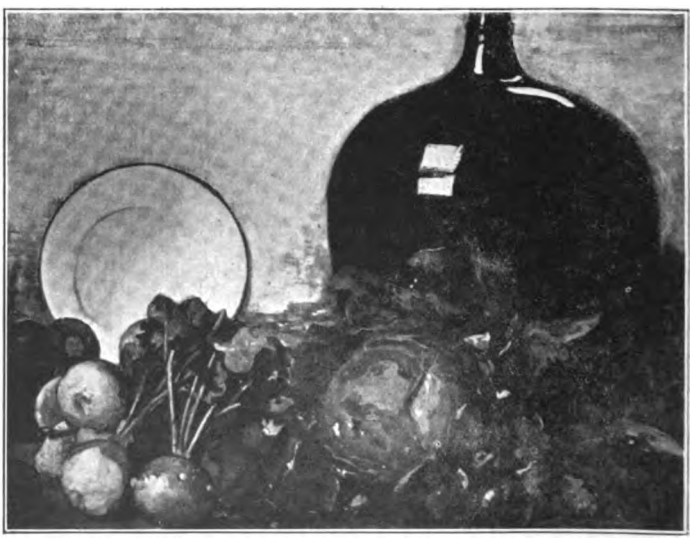
FROM A DRAWING IN COLOURED CHALKS

but he records them in a fashion which gives them an altogether unusual and arresting significance.

Those who desire in their advertising to " show the goods " in an exceptionally striking and attractive manner will find him admirably equipped to carry out their purpose with effect. He is not one of those limited artists who consider certain kinds of subjects unworthy of their attention. He can see possibilities—exceedingly interestingpossibilities of a kind that would not present themselves to most of us—in almost everything that offers itself to him for treatment.

It may seem to some that I have been speaking with somewhat unrestrained enthusiasm of Cox's work: but I think the illustrations accompanying my remarks are sufficient to suggest that there is some justification for them. Cox has his limitations; but it is with what he can do and not what he is unable to do that I have been here concerned. And, though he is little more than started upon his career as artist, his achievement is already outstanding.



FROM THE ORIGINAL OIL PAINTING

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A SUCCESS OF "BRANDING" IN THE TEXTILE TRADE

The Advertising that has given "Grafton Voile" its established position.

NOTHING IN the least sensational or spectacular has marked the three years' advertising that has given "Grafton Voile" an unassailable position in the shops of dry goods retailers and in the estimation of their customers. The success achieved has been won by plain common sense and steadily continued effort rather than by any notable ingenuity or brilliance in advertising matter or method. It is therefore, perhaps, all the more likely to prove permanent.

VERY ATTRACTIVE

The textile trade possesses certain peculiarities, notably in wholesaling methods, that render the placing of a new branded article upon the market more than usually difficult. None the less retailers are bound to answer a plain demand if only it can be made insistent enough; and it was upon this fact that the advertisers of "Grafton Voile" based their campaign.

They set out to create a demand that "the trade" could not ignore.

They had a sound article to sell and were prepared to offer the trade attractive terms; but they did not anticipate "getting a move on" with their goods unless the purchasing public could be induced to provide a certain amount of the propulsive force.

Consequently, to the purchasing public all their advertising appeals have been addressed. "The trade," as such, they have not approached by direct advertising at all.

Whether such a policy would lead to success in every case may well be questioned: in that under notice it certainly produced the desired effect. Results were gradual, but they were sure, and, seeing that it is no more than six years since "Grafton Voile" was first introduced, they cannot be held to have been unduly long delayed.

THE CONVERSATIONAL APPEAL

From the outset the quality of the goods was the selling point most strongly and consistently emphasised. It was as a high value, rather than as a low price, proposition that the advertisers' case was presented.

This remains true even in the case of

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WELL ARRANGED

the advertisement headed "Economy in Dress," which appears as one of our illustrations, for in every detail of display the aim has plainly been to suggest the distinction and delicacy of the article advertised much more than to insist upon the virtue referred to in the heading.

The advertisers have placed a considerable majority of their announcements in media appealing exclusively to women. These included *The Queen*, *Ladies' Pictorial*, *Gentlewoman*, *Ladies' Field*, *The Lady*, *Home Chat*, Weldon's four papers, *Fashions for All*, *Home Fashions*, *Mother and Home*, *Home Notes*, *Our Home*, *Delineator*, *Harrison's Dress Maker*, *Woman's Life*, *Coming Fashions*, *Leach's Dressmaker*, and *Lady's World* and *Vogue*. In doing so they may have limited their field of action to some extent—for there are many women to-day who are very little interested in the contents of publications intended solely for their own sex—but on the other hand they have avoided waste. The ground they cultivated was all fertile.

Among the general periodicals used may be mentioned *The Daily Mirror*, *Daily Sketch*, *Daily News*, *Sphere*, *Bystander*, *Tatler*, and *Sketch*, and also *The Daily Mail*. Large spaces—mostly full pages—have been occupied in this newspaper; largely in order to impress "the trade" and to give the public the names and addresses of retailers handling the goods.

This year, owing to paper restrictions, full-page space was not obtainable, and the advertisers had to be content with an upright half-page space, which was filled by the display reproduced on page 95.

The chief feature of this announcement was an illustration of a simple but attractive costume—also issued in full colours as a showcard for retailers—representing the advertised material "made up." This was accompanied by the offer of a free paper pattern to applicants, and served to give exact definition to what would otherwise have been only a general offer. Its value was proved by the large number of applications received for paper patterns, each one of which, of course, put the advertisers into direct touch with a customer and enabled them to provide retailers with plain evidence of the demand they were creating.

As displays, the "Grafton Voile" announcements have been very varied, but a certain unity has been given to the whole series by the consistent use of a

DISPLAYING THE FABRIC

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THERE is a journal in the British Isles which completely voices the feelings of the people, whether they be in khaki, tweed or silk. All of them.

Its Editor vies with the Prime Minister in influence and power. Thousands flock to hear him speak. There is no hall in the country large enough to accommodate his audiences.

The humanity of the man, his fearlessness, his vision and dogged tenacity, his complete understanding of men and matters, have raised him and his journal to unparalleled popularity and power.

The journal is 'JOHN BULL," and the man is Horatio Bottomley.

Philip Emanuel
Advertisement Manager
ODHAMS, LIMITED
85-94 LONG ACRE
LONDON, W.C.2.

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distinctive name block. A number of advertisements in full colours have been among the most attractive and successful of those issued. Some of these have taken the impressive form of four-page supplements to trading ladies' papers, the illustrations showing "Grafton Voile" costumes being worn in the most attractive of surroundings and including reproductions in natural colours of patterns of the actual fabric.

It has been the policy of the advertisers to keep retailers stocking their spécialité constantly informed of what they were doing to stimulate trade by periodically distributing amongst them reprints of their advertisements, with a covering letter containing such trade information as they would require in obtaining special patterns.

A series of advertisements of rather an unusual character which appeared in some of the sixpenny weeklies consisted of a half-page "reader" in the form of a brightly written serial story. Each of these contained only the most casual mention of the commodity advertised, and salesmanship was represented only by indirect suggestion. A small illustration accompanied each advertisement.

These "readers" were extremely good of their kind, but we are inclined to think that the plain, straightforward announcements commonly used must have proved more effective. The danger of any sort of "trick" advertising is that it may irritate as many readers as it pleases; whereas an advertisement that makes no attempt to appear other than it is excites no antagonism.

The advertising of such a material as "Grafton Voile" must naturally be a seasonal affair, and it has been concentrated in the spring of each year, though a few announcements of a special character have been issued later.

The campaign furnishes a good example of what can be done by common-sensible advertising persistently pursued upon a definite plan with a distinct aim in view. It has created no sensation, but it has built a business.

Its most interesting feature to advertisers will lie in the fact that, largely, only papers specifically devoted to the interests of women have been used, and that the powerful influence of such media in certain directions has thus received a new and striking demonstration.

[*Messrs. David Allen & Sons.*

A RECENTLY ISSUED POSTER

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Magazine Advertising

The AP Group.

The "London"

The Biggest-Circulation Popular Monthly.

The "Premier"

The Best of the Fiction Monthlies.

"My Magazine"

A decided "puller," going to a moneyed audience.

Special combined discount of

10 per cent.

making £58 : 10 : 0 net for one page in all three.

W. B. Robertson,
Advertisement Manager,
The Fleetway House,
London, E.C.4.

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VARIOUS AND SUNDRY

"The world is so full of a number of things."—*Robert Louis Stevenson.*

A War Advertising Memorial

One of the most interesting features of the great museum and library which is to be established in London as a memorial of the war will be a collection of all the advertising material used in the various national campaigns of the past three years. Foreign as well as British advertising will be represented, and the whole exhibit will form a lasting, visible record of a remarkable series of adventures in publicity such as, it is to be hoped, need never be repeated in the future.

By courtesy of the "Graphic"

AN INDEPENDENCE DAY WAR :: POSTER FROM THE U.S.A. ::

Should any of our readers be in a position to contribute to the completeness of this collection they will be performing a public service in doing so, and will be adding something to the practical value of a permanent demonstration of the power of advertising.

The collection is now being got together and contributions to it may be made at once.

Advertising in 1863

I have lately had the pleasure of glancing through an old book on advertising—the first work on the subject, I believe, to be published in this country. It is called *How to Advertise*, and was issued in 1863. Perusal of it shows what astonishing development there has been in the use of publicity in those 54 years, as will be realised by one or two quotations from the book. The author, Mr. Wm. Smith, of the Adelphi Theatre, says: "Within the last few years advertising has made a gigantic stride. It will scarcely be credited that two millions sterling are spent annually in England (two-thirds of that sum in London alone) on what may be termed 'extra advertising,' that does not include the provincial, daily and weekly papers, or the regular bills of the theatres, music halls, exhibitions, etc.

The number of men and boys employed in carrying sandwich-boards, delivering the bills, books, etc., average in London about one hundred daily. The London sandwich-board men receive 1s. 6d. and 1s. per day each. So that, supposing the above number of men are employed on an average eight months out of the twelve, it gives a total of from £960 to £1,440

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How to Reduce Selling Costs

BY

PAUL E. DERRICK

No book on business economics has been so extensively and favourably criticised by the Press, or met with such extensive and immediate sale.

A FEW TRADE PAPER OPINIONS:

PHARMACEUTICAL JOURNAL: "Conclusions from observation and participation in successfully introducing new goods"

ADVERTISER'S WEEKLY: "It is impossible to quarrel with his conclusions."

SELLING & ADVERTISING: "The author is an advertising agent of the best type."

ADVERTISING WORLD: "Mr. Derrick is one of the most successful advertising practitioners in the world."

THE IRONMONGER: "A sound argument supported by facts."

SYSTEM: "It is full of cogent suggestions for those whose problem is efficient salesmanship"

CHEMIST & DRUGGIST: "Good reading and practical and purposeful instruction."

GROCER: "A masterful study of the whole problem of salesmanship."

ORGANISER: "The best means of profitably dominating a market upon a basis of reduced selling cost."

THE OUTFITTER: "Tells how to reduce selling expenses whilst increasing the turnover."

THE CONSULTANT: "Another waste that we cannot tolerate after the war is the waste of not advertising. Mr. Paul E. Derrick, in his recent book, put this fact upon so irrefragable a basis that there is no need to labour the point."

MEN'S WEAR: "All who are in control of businesses should revise their methods and Mr. Derrick's book will prove a useful aid"

THE ORGANISER: "The subject is one of vital importance to all those engaged in the production and distribution of commodities in common use—and the vast amount of relative information supplied by Mr. Derrick (to say nothing of the correlative counsel he imparts) cannot fail to be of enormous value."

If you have not read it, send to GEO. NEWNES, Ltd., or any Bookseller.

6/-, or 6/6 post paid.

Personal Counsel or Full Agency Service

1. The Personal Service of Mr. Derrick can be retained at an agreed fee in a purely advisory capacity upon all matters relating to the Reduction of Selling Cost, without the detail of preparing and placing of any advertising.

2. Or with our organisation we can go a step further, and prepare complete Advertising Campaigns for the home market and throughout the Empire, and in foreign countries—with or without contracting for space in the papers, etc.

3. Or we will organise and execute any and every form of your Outdoor Publicity — Bill-posting, Railways, Trams, and 'Buses, etc.

4. Or we will plan, in every detail, your letterpress and colour Printing —and, *if desired*, print same on competitive estimate.

5. Or we will do all these four things, working in harmony with your own organisation.

PAUL·E·

DERRICK

ADVERTISING AGENCY LTD

Do it Better

34 Norfolk Street, Strand, London, W.C.2

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per annum thus expended in London alone."

Prodigious!

Further evidence of the wonderful outlay incurred in advertising, as it was then thought to be, is also afforded by the author, for he goes on to say, "The postage stamps used for advertising during the same period of one year amount to more than £5,000. One firm alone in the City spends £6,000 every twelve months in advertising; and another large establishment that had expended upwards of £8,000, reduced it (on the introduction of a partner, and by his advice) to half that sum, when their takings immediately dropped off in the same ratio. They have since gone back to the original expenditure, and their business is flourishing again."

To the minds of my readers will occur many figures as to expenditure on similar forms of advertising at the present time.

A Question of Propriety

The poster designed by Mr. Alfred Wolmark to advertise the play "Three Weeks," now being produced at the Strand Theatre, has incurred the disapproval of the Billposters' Association and of the London Electric Railway Company. I give an illustration of the drawing so that my readers may judge for themselves as to its propriety and form their own conclusions whether the Billposters' Censorship Committee were justified in their objection. It is conceived in what is called the Futurist style, and considered simply as a decorative design it is much more effective than our reproduction of it would suggest.

So far as the "Tubes" are concerned the Electric Railway Company have decided that the poster may be exhibited on their stations if an opaque slip of paper five inches wide is securely pasted across it from corner to corner. Thus, in their opinion, will propriety be observed. To this course the management of the theatre has consented, but outside their house the poster appeared till lately without the covering slip—that is, as in our illustration.

A CENSORED POSTER

After-War Problems

The Hon. W. A. Holman, Premier of New South Wales, who is now on a visit to this country, has proved himself to be a shrewd observer of our public life, and that, too, of our weak as well as of our strong points. This he showed, for instance, in an interview which he recently accorded to a representative of *The Graphic*. Having urged that a merely honest administration was not enough, but that intelligence was also needed, he went on to say: "Might there not, besides a Censor's Office, be a

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TO ADVERTISERS.

CIRCULATION OVER 2,400,000 COPIES

SUNDAY·PICTORIAL

THE GREAT SUNDAY PICTURE NEWSPAPER.

The significance of the remarkable circulation figures given below will be readily appreciated by every National Advertiser. The "Sunday Pictorial" is the most profitable advertising medium and should be included in every appropriation.

SUNDAY PICTORIAL NEWSPAPERS, LTD.,
23-29 Bouverie Street, E.C.4.

August 3rd, 1917.

Gentlemen,

We have examined the books of the "Sunday Pictorial" and certify that the circulation (exclusive of complimentary, free and voucher copies) was as follows:—

1917.		1917.		1917.	
April 1	2,230,245	May 13	2,238,538	June 24	2,314,391
„ 8	2,220,617	„ 20	2,242,679	July 1	2,321,363
„ 15	2,222,243	„ 27	2,259,227	„ 8	2,372,532
„ 22	2,219,179	June 3	2,265,806	„ 15	2,357,312
„ 29	2,224,782	„ 10	2,279,508	„ 22	2,380,603
May 6	2,237,878	„ 17	2,300,376	„ 29	2,400,613

We are, yours faithfully,
DELOITTE, PLENDER, GRIFFITHS & CO.

FOR RATES PLEASE WRITE
ADVERTISEMENT MANAGER,
23-29 BOUVERIE ST., E.C.4.
OR TELEPHONE HOL. 6100 (5 lines).

Digitized by Google

department whose duty it would be to collect and give forth to the citizens of Great and Greater Britain every possible

"QUALITY" IN MOTOR-CAR ADVERTISING

information bearing on the problems which will have to be solved after the war? Our immediate, compelling business is to win the war, and every ounce of effort is needed to that end.

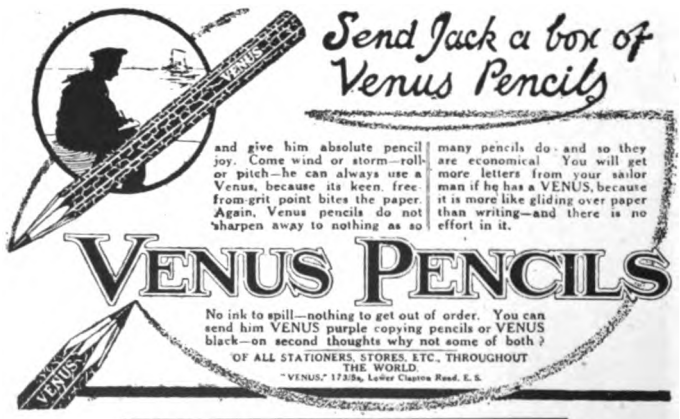
But there is something else which can be done, not in a small way, as probably has been tried, but on a large, adequate scale. A period of reconstruction will be on us, and we should, as an Empire Commonwealth, be getting ready to meet it when it does come. We can do that and still, like myself, say, 'Let well alone where possible.'"

Sound Ad-Craft

An exceptionally good-looking announcement of its kind that attracted my notice the other day was that of the "Sizaire-Berwick" car, reproduced on this page. Border, illustration and type-matter each possess a most pleasing distinction of their own, and they are brought together in an admirable harmony. The text is to the point and has a straightforward simplicity that deepens the impression of "quality" made by the whole display. The illustration, consisting of a strong line drawing of the car, imposed upon a half-developed photographic background is particularly effective, and the type, its slightly blocked square shapes filled in by a line tint, has a no less distinguished character—one that successfully suggests some of the most attractive qualities of copperplate engraving. The whole display is an excellent example of the advertisement designer's craft at its best, a happy combination of dignity, refinement and practicality.

Ingenious and Serviceable

The "Venus Pencil" display here reproduced is ingeniously contrived and thoroughly well carried out. It is quite sufficiently out of the ordinary to win more than casual notice, but is in no sense one of those cleverly "tricky" displays that advertise the designer's ingenuity rather than the goods. It is, both in detail and as a whole, one of the best pencil advertisements I have seen.



PRESENTING PENCIL POINTS EFFECTIVELY

Sure to catch the reader's eye, it invites a reading and, being read, may be relied upon to "sell the goods."

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Estab.

1878.

The Successful Campaign

planned and carried out by us for the proprietors of Grafton Voile affords further evidence of the creative ability of this agency

To the Experience

of this organisation—one of the largest and best equipped advertising agencies in Great Britain—I can add my 20 years' personal experience of marketing articles dependent on public demand. In expending large sums of money as an advertiser, I have learned what to avoid no less than what to do. So that the confidence born of experience enables me to advise as I "DO," not only as I "SAY."

Philip Smith

Smiths' Advertising Agency, Ltd.

Address: 100 FLEET STREET, E.C.

TELEPHONES:
63 HOLBORN
(3 lines).
8593 CITY
(Clients only).

The Firm in
100
SAA
a Hundred

TELEGRAMS:
"Advertising Fleet, London."

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A Curiosity

That there are more ways than one of selling a pig is proverbial, so I suppose it naturally follows that hams and bacon are equally open to varied methods of salesmanship. The advertisers of "Swift's Premium" hams and bacon have certainly adopted one that would not readily suggest itself to most of us. The keynote of the announcement reproduced on this page from an original published in *The Saturday Evening Post* is an ultra-refinement such as is not usually associated in one's mind with even the most delicately cured of swine-flesh. So excessively refined was the original, indeed, that we are unable to give more than a rough reproduction of it. But for the few lines of explanatory text the character of the commodity to be sold would never be guessed by the most penetrating of newspaper readers. The illustration suggests that table linen, china, glass, cutlery, curtains, even canaries, are to be recommended rather than that which is actually offered for sale.

The advertisers have certainly struck out on a line of their own, and I commend their courage; but, on the whole, I think that the advertising, say, of their competitors of the "Morris" brand, is better calculated to produce the desired effect.

PUTTING FRILLS ON HAM

Praise Indeed

I offer my hearty congratulations to Mr. Paul E. Derrick on the compliment which has been paid to him by the Associated Advertising Clubs of the World in the expression of their desire to publish in the States his book "How to Reduce Selling Costs." The proposal to adopt this course came to Mr. Derrick in a letter from Mr. Herbert S. Houston, then president of the Associated Advertising Clubs of the World.

MORE LIKE SALESMANSHIP

The writer, in the course of a most appreciative reference to the book, paid it this tribute: "It is a definite contribution to the literature of business, and it is essentially a fundamental contribution because it touches a question that is the most fundamental in the business world to-day. That is the question the selling and advertising world must address itself to with tremendous concentration. I am greatly impressed by your book. You sidestep nothing, but meet every issue head on."

Mr. Houston explains that the American edition would bear the imprint of the Associated Clubs, and be produced in uniform binding with the other volumes published by them.

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To reach the American Public

If you wish to reach the American public—on either side of the Atlantic—you will find it useful to consult Spottiswoodes.

Even during the war, our clients have entrusted us with the entire conduct of important advertising campaigns in the United States, as in Canada.

We shall be glad to place our experience at your disposal. Principals or their accredited representatives are invited to write and arrange a preliminary interview, for which no charge is made.

Spottiswoode

Dixon & Hunting, Limited,

Kingsway Hall, Kingsway, London, W.C.2.

Managing Director: Geo. J. Orange.

'Phone: City 6375. Telegrams: "Inkling, Westcent, London."

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LACTAGOL ADVERTISING

How Messrs. E. T. Pearson & Co. Successfully Opened up and Developed New Markets during War Time

WITHOUT DEROGATORY inference whatsoever as to the business enterprise and courage of any other nation, one must recognise in commercial history and present commercial activities the unmistakable foresight and enterprise of the British manufacturer. The pre-eminence of Great Britain in world affairs is due primarily to just such business enterprise as this.

It may be wondered why so manifestly patent a fact should be mentioned. The answer lies in the still frequent reference to British business as ultra-conservative, slow-moving and too undemonstrative to achieve other than ordinary success in competitive fields. To all intents the British manufacturer is often looked upon as one abiding in a shell and only on rare occasions emerging from his confinement to snatch a crumb of business from the world's commercial table. The progressiveness of United States or German business houses has sometimes been spoken of as affording a fitting contrast.

Such distorted impressions and opinions affect the British manufacturer about as much as water on a duck's back. Whatever his methods, he achieves his end with almost uncanny certainty. To say that he doesn't permit his enterprising spirit and commercial imagination to carry him far enough is to fail to recognise that characteristic by which British industry has ever been identified : the cultivation of virgin markets.

Typical British Enterprise

The venture of E. T. Pearson & Co., Limited, of London, into the Canadian market and the logical use of advertising to develop this market is typical of that enterprise which has made Great Britain the strength and power of world commerce.

It was about three years ago (the first year of the war) that E. T. Pearson & Co. appointed an agent in Toronto to look after their interests in Canada. Though manufacturing an extensive range of proprietary medicines, they decided to lay special stress on the development of one particular line. This line was Lactagol, a tonic to be used by nursing and expectant mothers.

For the first two years the medical profession was circularised, and, as far as possible, by personal solicitation interested in the product to the point of recommending and specifying its use for needful cases. Hospitals and nursing homes were approached and persuaded to include it as part of their regular stock of supplies. Blanket distribution was taken care of by getting stocks into the hands of practically every wholesale druggist and jobber in the country. Thus a solid, substantial foundation was laid from which to build the superstructure of extensive consumer sales.

Reaching the Public

It was at this juncture that consumer advertising very wisely was commenced.

Just at this time there were many things that might deter a manufacturer from making expenditures for the development of new markets overseas. The case of E. T. Pearson was unlike that of many other manufacturers whose big opportunity came with the war, in that markets were left open through supplies from countries at war being cut off. No such ready-made market awaited this company in the Canadian field. In fact, Canada was unexploited territory as far as concerned products of the nature of Lactagol.

War conditions also by no means presented a favourable aspect. Freight rates and insurance were creeping up. Incoming and outgoing shipping were scarce and uncertain. No one could foretell with even the smallest degree of accuracy what conditions, or combination of conditions, the near future would bring.

Despite the unfavourable aspect of

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The Magazine with a Triple Appeal

THERE are magazines that appeal to men and to women, but "LLOYD'S MAGAZINE" makes a TRIPLE APPEAL to

—1. MEN and
—2. WOMEN and
—3. THEIR HOME INTERESTS.

LLOYD'S

MONTHLY **MAGAZINE** 6D.

incorporates and develops the Mother and Home interests that made "THE MOTHERS' MAGAZINE AND BABY" so wonderfully successful as an advertising medium.

ADVERTISERS AND AGENTS should try the considerably enlarged "LLOYD'S MAGAZINE" as a medium for specialities making appeal to men and women and their home interests.

PER £15 PAGE

ASK FOR SPECIMEN COPIES AND PARTICULARS OF SPECIAL ISSUES.

EARLY APPLICATION FOR SPACE SHOULD BE MADE TO

THE ADVERTISEMENT MANAGER,
12 SALISBURY SQUARE, LONDON,
E.C.4.

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THREE CHARACTERISTIC ADVERTISEMENTS

the situation at the time, the decision was made to proceed with development. A modest preliminary campaign was launched covering largely the magazine field.

The nature and use of the article required restrained and careful presentation, while at the same time giving a clear idea of its usefulness and effect. The possible antagonistic attitude of members of the medical profession also must be considered. These difficulties were surmounted largely by copy built up on inference and suggestion, and to the human interest of the illustrations, making it easy for the imagination to determine the precise nature, purpose and effect of the product.

The professional element was worked into copy and illustration with good advantage wherever possible, thereby forestalling active opposition and winning the confidence of the profession as well as strengthening the assurance of the public.

Already results have proven the wisdom of the venture. Sales have increased consistently year by year. During the period of advertising, sales have increased 100 per cent. over the previous year's high total, and inquiries have been received from all corners and out-of-the-way places of the Dominion. The prospect for the close of the present year is that the increase to date will be greatly augmented.

Undoubtedly it was the soundness of Canada's prosperity and the excellent possibilities that obtained in the Dominion for such an article that swung the scale of decision in favour of market promotion.

The basis of Canada's business condition, agriculture, was never more favourable. Canada's industries were never more productive. Canada's banks never so burdened with deposits. Canada's trade balance never so satisfactory. In fact, *per capita*, Canada's citizens are the most wealthy in the world.

Only the fringe of Canada's wonderful resources have been touched. Only of

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A SUCCESSFUL
Advertising Agency

THE prosperity of an Advertising Service Agency depends entirely upon the measure of success which its methods bring to those clients for whom it works—for only in proportion to *their* growth can it grow itself and secure for itself that prestige and recommendation which leads to new and larger business. It, therefore, speaks well for this organisation that practically every month brings an increase in the number of clients and the amount of business created and carried through.

At the time of writing we are preparing and placing 60 per cent. more advertising for our clients than in the corresponding month of last year—a notable achievement when you consider that manufacturing conditions grow increasingly difficult as the War continues.

If you seek business expansion, and desire a real Advertising Service, we shall be pleased to meet in conference with you. Such a conference will commit you to nothing, yet may be the beginning of a big commercial expansion.

W. S. CRAWFORD Ltd

Advertisers' Agents and Consultants

CRAVEN HOUSE, KINGSWAY, LONDON, W.C.2

Telephone: Gerrard 5069.

Digitized by Google

late years has Canada appreciably begun to cash in on them. Above all, her people have acquired that practice of generous spending which in itself is a distinct promoter of extensive trade.

It is early yet to say what conditions may or may not arise after peace is declared. But, with all the facts before us and with due consideration to possible contingencies, Canada's readjustment should be both speedy and satisfactory.

The success of E. T. Pearson & Co., Limited, under existent conditions, emphasises the fact that there is plenty of room in Canada for many of the products of British manufacture, and that such success can readily be achieved by good management and proper merchandising plans.—*Economic Advertising.*

CORRESPONDENCE

Advertising in France

Editor, THE ADVERTISING WORLD.

SIR,—Since I have been out here I have kept my eyes open in the hope of learning something of the French style of advertising, but I suppose things are not normal with them, just as England is passing through an exceptional period.

Tin plates on walls are largely employed by Chocolat Menier and *Le Petit Parisien*, while a firm advertising seeds (semences) employ a coloured announcement painted on canvas and stretched on a frame. The tyre people, presumably, have withdrawn their metal plates, because I have seen but a few.

Probably you know that the only paper that has a sale amongst the troops is the Continental *Daily Mail*, available on the day of issue, or the morning of the day after, according to the part of France you are in.

English daily papers are at least a day after *The Daily Mail*, and are sold at 15 centimes for the ½d. papers, and 25 centimes for the 1d. journals, but the paper referred to is the only one seriously purchased.

Now I hold no brief for *The Daily Mail*, but as I should imagine 90 per cent. of its circulation is amongst the Army, it should be a good medium for those firms who sell articles for the troops, such as "Kampites" Boots, specialities of tea, sugar, and coffee tablets, vermin-killers, fountain pens, and Martin's, who send cigarettes at duty free rates.

The pages of *The Daily Mail* are well supported by classified advertisements, and the health resorts take a fair amount, generally 1 inch single column, but the only English firm which appears to run a series is Dunlop. They have a 4-inch double column in the bottom right-hand corner of the front page.

I get THE ADVERTISING WORLD with fair regularity, and take a keen interest in publicity matters, and in case you would care to have my address: 554272 Rfn. F. L. Smale, "B" Coy., No. 8 Platoon, 1/16th London Regt., B.E.F., will find me.

Yours sincerely,

France. FREDK. L. SMALE.

(Before joining up Mr. Smale was advertising manager to Messrs. C. A. Vandervell.)

EMPIRE NEWS
the great
National Sunday Newspaper
Late Umpire

In future THE EMPIRE
will be called
the
EMPIRE NEWS

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C. ARTHUR PEARSON, LTD.

Gratifying Result of Year's Trading

THE TWENTY-FIRST annual general meeting of the shareholders of C. Arthur Pearson, Ltd., was held on August 15th, at the Savoy Hotel, Strand, W.C., Sir Arthur Pearson, Bart. (Chairman of the company), presiding.

The Chairman said that it was with considerable pride and great gratification that the directors were able to lay before the shareholders such a report and statement of accounts as was in their possession. He did not think that anyone could have possibly believed that a business such as they were engaged in could have produced the results which were shown in the accounts after three years of a devastating war which had shaken the social life of this country to its very foundations. (Hear, hear.) The results of the business which they were carrying on were, he thought, particularly interesting as showing that it was of a thoroughly firm and stable nature. The fact undoubtedly was that, provided popular periodicals were conducted in a manner which met the taste of the public, a business such as theirs was as firm and stable as any other commercial undertaking. One of the main reasons for the excellence of the figures presented was that they had been able to draw upon large stocks of paper which had been bought at the cheap prices which ruled when the war broke out. He was afraid that that favourable state of affairs could hardly be hoped to continue indefinitely. They were now getting on to the use of paper which had cost a great deal more than they had been paying in the past, and it was rather difficult to see how they could with certainty look forward to the maintenance of their present rate of profit. At the same time the outlook, at all events for the ensuing twelve months, was by no means gloomy.

Managing Directors and Staff Praised.

They had to thank Mr. Bathgate very much indeed for his business acumen in dealing with the paper situation and with the general economic business of the company—(hear, hear)—and they also had to thank his fellow managing director, Mr. Everett, for the admirable manner in which the literary contents of the company's publications had been maintained in face of difficulties which must at times have seemed to him almost overwhelming. (Hear, hear.) Both Mr. Bathgate and Mr. Everett had only had a mere handful of their associates and helpers to rely upon, as three-fourths of their male employees had gone to the Front. The gap thus created had been filled from outside, and to him it was amazing that such good work had been accomplished. (Hear, hear.) Having spent the greater part of his life in business such as the company was engaged in, he knew something of the difficulties which had had to be faced, and it was beyond all praise that the members of the staff should have accomplished what they had done. (Hear, hear.) He was sure the shareholders would agree with him that it was very gratifying that the company had been able to maintain its profits without having had to place an overwhelming tax upon those for whom they catered. The small increase in the price of their magazines had not been objected to, or resented, by those for whom they catered in any manner whatever; in fact, not only had they not received a single complaint, but the circulation of their publications had not only been maintained, but in most cases they had been increased. (Hear, hear.) The shareholders would be glad to realise that those members of their staff who were at the Front were being well cared for, the dependents whom they had left behind being given allowances which could only be described as being on a generous scale.

Alliance with George Newnes, Ltd.

He was glad to be able to say that their alliance with George Newnes, Ltd., which came into effect shortly before the war, was proving most satisfactory, and that the assistance and advice of Sir George Riddell, Sir Frank Newnes and their able colleagues had been of the greatest value to the company during the trying time through which they had passed. He concluded by moving the adoption of the report and accounts. (Applause.)

Statement by Sir George Riddell.

Sir George Riddell, in seconding the resolution, said that he wished to associate himself most cordially with the Chairman's observations regarding the staff. Mr. Bathgate, Mr. Everett and Miss Macrae had done wonders under most difficult and trying circumstances So far as the figures in the balance-sheet were concerned, they were all of a most satisfactory character. The profit for the year had risen from £26,000 to £36,000—a very remarkable result in times like these. The sundry debtors had risen from £35,000 to £38,000; sundry investments from £31,000 to £34,000; stocks from £17,000 to £27,000; while the cash and liquid assets had risen from £27,000 to £46,000—all very remarkable figures. On the other side of the balance-sheet there was only one item he need refer to, and that was sundry creditors, which had increased from £26,000 to £42,000. The reason for that increase was that most people were not anxious to send in their bills. The company was very anxious to pay its debts, but it could not get statements from its creditors, and that was the only reason why that particular item had increased. From what he had said the shareholders would gather that the company's position was one which afforded them great confidence and satisfaction. Not being a prophet, he did not propose to prophesy as to next year. A great deal must depend upon the duration of the war, the amount of shipping available for carrying paper, and many other circumstances, in regard to which they could form no opinion

[Continued on page 129.

Digitized by Google

DISTINCTIVE ADVERTISING

The policy of "being different" and the part it has played in an outstanding success of advertising

AT A very early stage of the operations that have carried their name and fame far and wide the advertisers of "De Reszke" cigarettes decided that what everybody else was doing was precisely the thing for them to avoid. Whether their competitors were advertising well or badly they were not concerned to decide; they set out to do better if possible, but at all events to be different.

They were not content to add one more to the advertisers of their class, but aspired to establish a class for themselves. That they succeeded in doing so is a matter of advertising history. And having done so they have been sedulously careful to preserve the distinction secured. "De Reszke" advertising has always possessed a character of its own, and at no time could have been mistaken even at the most casual glance for the advertising of any other brand of cigarette.

How much this advantaged the advertisers may be gauged by the present enormous popularity of their cigarette: a popularity achieved in a very few years and in face of the most strenuous competition. The quality of "the goods," no doubt, had something to do with it. It made the casual customer become a regular customer. But it was the advertising that brought the trial order.

In every detail individuality has been aimed at in the "De Reszke" advertising, but the advertisers have devoted most particular care to the securing of strikingly distinctive illustrations.

It is, indeed, to the manner of their illustration that the "De Reszke" advertisements admittedly owed the power to attract attention and arouse interest that they so plainly evidenced.

"ONE OF FATHER'S"

The latest series of illustrations used are from drawings by Mr. E. Lucchesi, and like all the "De Reszke" illustrations have been specially designed for treatment in two colours. The technical difficulties involved in a two-colour "line" treatment of the various subjects have been successfully surmounted by the artist; and it may be noted that in all the advertisements that appeared a practically perfect register was secured—a distinct achievement in this particular kind of two-colour printing.

The drawings are decorative in style and quite sufficiently unlike any other illustrations used by cigarette advertisers to maintain the "De Reszke" distinction. They are sound in draughtsmanship and for the most part effective in arrangement, but they seem to us to lack both the "smartness" and the sentiment that made their predecessors so popular. In all artistic respects examples of capable craftsmanship, they seem to lack the appealing and impressive qualities necessary to make them really first-class advertisement illustrations.

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RING—CENTRAL ONE TWO EIGHT DOUBLE EIGHT

THE 'Carlton' is the largest business development and advertising organisation in the world. It is no 'one-man' concern. Its purpose is to bring more—and better—trained brains to the service of British business than can be reached elsewhere or in any other way. It is incomparably, uniquely equipped to perform every kind of advertising service—every kind of planning, every kind of designing, every kind of writing.

To consult 'Carlton' is to commit yourself to nothing until you are convinced that here, pre-eminently, is the best organisation to give you the help you need.

CARLTON (CARLTON STUDIO & CARLTON AUXILIARY)

Carlton House, Gt. Queen St., Kingsway, London, W.C.2.

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This, at all events, is how they appear to us; and, though we claim no finality for our judgment, we should yet be surprised very much to hear that they had produced anything like such a crop of applications for special proofs—in accordance with the advertisers' offer—as was raised by many earlier illustrations.

These applications form a fairly reliable index of the interest excited by the illustrations being currently used, and consequently to a considerable extent of the comparative value of the advertising in which they are the leading feature. Some of the more popular illustrations of the past have been issued to applicants by thousands, and could be found on exhibition in all sorts and conditions of places of masculine resort the world over. They would seem to have become a sort of

"BETWEEN THE ACTS"

regulation decoration for officers' quarters "at the front."

The worth of the publicity thus obtained for "De Reszke" is inestimable, more especially as they seem to have this particular field practically to themselves. No other cigarette or tobacco manufacturers have, so far as we are aware, made even a serious

"A COOL CUSTOMER"

attempt in this manner to get a small poster displayed in the most private haunts of smokers.

If we have spoken of Mr. Lucchesi's illustrations with something less than whole-hearted praise, it is only because we do not think that they are quite the class of work to win the same sort of regard and to obtain the same kind of publicity. It is the artist's misfortune that he has to live up to, without repeating, a series of exceptionally successful achievements in commercial art, and that he is expected to create something like a mild sensation in addition to turning out workmanlike drawings.

As displays the advertisements of which these illustrations formed the leading feature were effective by reason of a studiously simple arrangement and a liberal, but not excessive, use of white space. The illustrations and matter were so disposed that, without conveying any impression of being spread thin to cover the spaces occupied, they made no attempt to crowd into every odd corner just because there happened to be an extra inch or two of white paper that might bear printers' ink. The space, in short, was utilised with understanding—it was not merely filled.

The text-matter was condensed into a pithy line or two in each announcement, and was set in type large enough to convey its message at a glance.

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Whether it is making full use of the possibilities of Press advertising thus to limit the verbal appeal may be debateable; the advertisers here acted according to their own convictions and unquestionably made the most of their chosen method.

It is, perhaps, natural that one should be more critical of "De Reszke" advertising than of any other in the same field. The advertisers have led us to expect a good deal from them.

The fact that they have set their own standard in advertising efficiency so high must make it rather difficult for them to "carry on" entirely to their own satisfaction. But they have placed the mark themselves, and it is up to them not to fall behind it.

A summons under the Paper Restriction Order for posting sale bills on premises other than those on which the sale was to be held was heard early this month, when Mr. Frederick Maynard, manager of the Tunbridge Wells branch of Messrs. Partington, bill-posters, and Mr. Ernest Wm. Young, J.P., draper, East Grinstead, were the defendants. The complaint against the latter was that he caused the bills to be posted. It was stated that the Order permitted bills to be printed up to 2,400 square inches, but they were not allowed to be posted except on the premises where the sale was being held. The defence was there had been a misconception of the Order on the part of Messrs. Partington, who took the entire blame for what had happened. Mr. Maynard was fined £5 and Mr. Young £1.

We learn that the Paper Commission has fixed the price of supplies claimed under the statutory regulations at 4 1/16 pence per lb. nett, free delivery for the months of April to July, both inclusive. This is the result of arbitration following appeal by certain papers. The embargo placed by the Swedish Government about two years ago on the export of sulphite pulp to this country has now, it is stated, been removed.

The advertising of Grafton Voile, to which reference is made in another part of this issue, has been and is being handled by Messrs. Smith of 100, Fleet Street.

The Stockport Corporation have invited tenders for the advertising rights for five years upon their tramcars, running both within the borough and the outside districts. Tenders had to be delivered on or before August 25th.

Stories of Successful Advertising Campaigns.

IT is always worth while to see how other people have obtained the results for which one is striving. We have therefore reprinted three stories relating to advertising campaigns recently originated and carried out by us in our clients' interests.

These stories were told in "The Advertising World," "The Advertiser's Weekly," and "Selling and Advertising." They show what our work looks like from the well-informed and independent observer's point of view. We will send reprints, post free, to any *bona fide* advertiser, in any part of the world, on application.

CHARLES POOL & CO., LTD
180-181 Fleet Street, London, E.C.4.
Telephone - - - - - - City 1473-4.
Telegrams - - "Advexero, London."

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OVERSEAS ADVERTISING

Publicity Campaigns for Farm Equipment

FROM MR. STANLEY E. BARTLETT, late of Durban, Natal, we have received the following on the subject of farm-implement advertising in South Africa :

" In South Africa, a country which is fast taking an important position as one of the food centres of the world, the publicity side of the agricultural implement trade is being well looked after.

Although the Dutch farmer, who forms a large portion of the agricultural population, is proverbially slow to change his methods, and notwithstanding that he looks upon new ideas with a good deal of suspicion, nevertheless up-to-date farming appliances are finding a ready sale in all parts of the country. The progressive Dutchman is usually a wealthy man, and therefore can afford to invest some of his capital in expensive machinery, and once he is really convinced that the step will prove profitable, he becomes an enthusiastic and willing customer, whilst his example acts as a stimulant upon his neighbours, who frequently follow his lead.

The English farmers in the country, of whom there are many, are undoubtedly progressive, and they have been largely responsible for the introduction of some of the newer types of machinery now in use, whilst the advancement which agriculture has made in the Union during the last few years is certainly due in no small measure to the better feeling which has grown up between the Dutch and English farming communities.

AN APPEAL TO THE DUTCH FARMER

The two Dutch advertisements reproduced will give some idea as to the kind of advertising employed in South Africa. One was a full-page spread which appeared in two colours in the Dutch newspaper *De Afrikaner*, the other was a 10 by 3 which was published in *De Volkstem*, also a Dutch newspaper. A particular interest attaches to the advertisements as both brought some record business.

Another business-getting advertisement was that of the Simplicity Incubator, and it showed what a 6-inch single column may achieve given the right circumstances. This advertisement sold no fewer than two dozen incubators on its first appearance, the value represented being nearly £150.

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NO INCREASE IN RATES JUST YET

For particulars of spaces apply to:—

THE ADVERTISING MANAGER,
LONDON GENERAL OMNIBUS CO., LTD.,
ELECTRIC RAILWAY HOUSE,
BROADWAY, WESTMINSTER,
LONDON, S.W.1.

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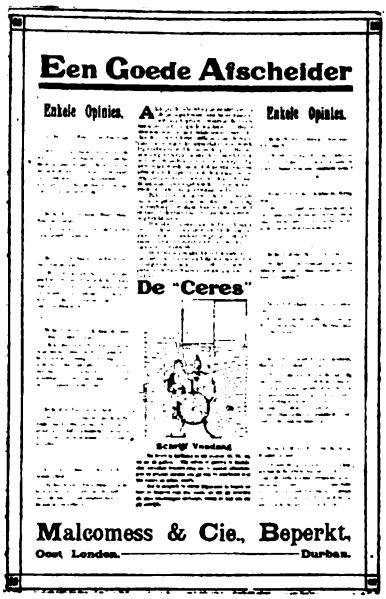
The advertisement appeared in *The Natal Witness*, published in Pietermaritzburg, Natal.

The British manufacturer must realise that to compete successfully with his trade rivals he must do two



A GOOD BUSINESS BRINGER

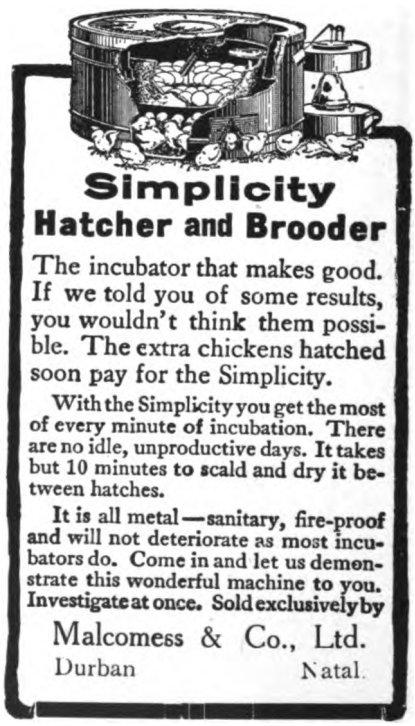
things. He must make his product suit the conditions it has to face, and he must see to it that his prospective customers are informed as to what he has to sell. "Organise and Advertise" should be his watchword for the future.

Because the advertising of farm equipment is not one of the everyday experiences of the advertising man, and because it presents some problems which are different from those of anything else, a few remarks upon the subject may prove useful to those engaged in other spheres of work.

In England, before the war, implements and agricultural machinery received but little attention from the practised exponent of advertising, as a glance through the farm periodicals will prove, while the catalogues and other literature issued by the manufacturers interested were far behind those for many other industries. Exactly why this should have been the case it is difficult to say, but one reason probably was that the firms engaged in the manufacture of farm machinery were almost without exception old established and intensely conservative.

As a result the Americans secured a large portion of the trade, not only in the United Kingdom, but also in the Colonies and in foreign countries generally. Indeed, many American manufacturers have established branch factories in Canada with a special view to looking after the business to be obtained from the British Empire, while they have sales offices and depots over the entire world.

Despite the high cost of production and the difficulties of export, the United States is still giving its most careful attention to overseas trade, and the American papers are full of striking advertisements of every kind of implement or machine which will make the



STRONG SELLING TALK

work of farming easier or more profitable. The last few months have seen a big American effort to popularise the farm tractor, and it is claimed that this machine will entirely do away with the slow and expensive horse labour pre-

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Picture Offer
To "De Reszke" Smokers only

This picture, "Objets d'Art," on antique paper 15 in. by 10 in., will be sent free to any smoker forwarding to address below a "De Reszke" box lid and 2d. in stamps, mentioning Picture No. 49. **42 Miniature Pictures** will be sent free on receipt of reply envelope, ready addressed and stamped (1d.). These are reproductions printed in colours of the famous "De Reszke" Cigarette pictures. Address: J. Millhoff & Co., Ltd. (Dept. 70), 86, Piccadilly, London, W.

"Objets d'Art" E. LUCCHESI

Try the "De Reszke" *American* Cigarettes. Slightly higher in price than other Virginias—infinitely better in quality

SOLD EVERYWHERE,

or post free from J. Millhoff & Co., Ltd. (Dept. 70), 86, Piccadilly, London, W.

"De [illegible]" The Aristocrat of

Digitized by Google

viously employed. The effect of this campaign is making itself felt all over the world and in countries so remote that one would scarcely credit the innovation. American tractors are finding a sale and doing work which before would have been considered impossible.

The John Deere Company, of Moline, U.S.A., have issued a most attractive series of advertisements emphasising the reliability of the lines they sell, and drawing attention to the length of time they have been in business. Dignity and force lie behind the excellent advertisements this well-known house are publishing, and it is a great pity that our British farm equipment manufacturers have not followed the example set by their American confrères and enlisted the advantages of publicity for the lines they build.

New Zealand.

Writing to us concerning trade conditions in New Zealand with special reference to the prospects for advertisers, Mr. Stanley East, of Wellington, says:

"The staple products upon which New Zealand thrives—the great frozen meat industry, the wool, wheat, butter and cheese—have found in the Imperial Government a ready buyer, and one able and willing to pay the highest price. The result is, as the 'New Zealand Year Book' shows, that the people of this country, numbering somewhere about one and a quarter millions, are the richest per head of any nation on the face of the globe!

"The war regulations provide that no person shall leave the Dominion without a passport and unless on urgent business, and the result is that the people have no means of spending their surplus wealth, except in their own land. And they are spending it! There are between 38,000 and 40,000 motor-cars in the Dominion, while more are being imported every day. The people of New Zealand, coming from hardy pioneer stock from Britain, are well educated, well-to-do and intelligent. They have comfort and convenience, and moving picture theatres abound. They are an ideal race to 'sell things to,' and if they become interested in anything it is practically a foregone conclusion that they will invest in it. There is a rich field awaiting the judicious advertiser in New Zealand. The advertising agencies in the cities run some big campaigns for British firms, many of which find this country an extremely profitable field. The New Zealander likes pictures, and good, smart, illustrated advertisements take his eye readily. He has never been exploited enough for advertising to pall on him, and anywhere a striking advertisement of a safety razor, an alarm clock, or a new whisky, will attract immediate attention. And another important point is that the New Zealander likes to spend his money, and loves novelties and gift goods, patent medicines, gramophones and new toilet soaps. He loves anything really new, and there are hundreds of British firms who would find here a most profitable market if they would only advertise in the right way. Any company which went in for a good series of illustrated advertisements in the daily and weekly papers would sell its goods 'like hot cakes,' and establish a reputation that would not be shaken. Lots of British companies have proved that, and yet the fringe of the market has only been touched. New Zealand is booming, and now, before the war ends, is the time for the advertiser to place his wares on her market and secure the name for them."

South Africa.

Mr. Stanley E. Bartlett has just relinquished his position as advertising and sales manager for Messrs. Malcomess and Company, Ltd., machinery merchants of East London and Durban, South Africa. He has gone to Johannesburg for a short time as publicity controller for the Hupp Garages, Ltd., sole South African concessionaires for the Hupmobile motor-car, and later, we understand, he intends leaving for the States to take up an important appointment there.

IDEAS

The great home weekly with a National circulation induces its readers to think, talk, and write about its advertisers. Keyed announcements bring shoals of replies. Proof will be given to any advertiser interested in novel publicity.

46 SHOE LANE, E.C. 4. Withy Grove, Manchester.

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THE BRITISH ELECTRICAL FEDERATION LTD.

CHINA'S TEEMING MILLIONS

THE POPULATION OF CHINA NUMBERS ROUGHLY **407,000,000**

You would think it a wonderful feat if you could speak to every person in China in the course of a year.

THE MIGHT OF THE MILLION

YOU CAN DO THE EQUIVALENT OF THIS

If you book space on the trams and buses controlled by us, you can appeal annually to over **404,000,000** passengers. These figures are based upon actual ticket returns. In addition, you reach vast numbers of passers-by who also read your advertisement. There is no other method of publicity that gives greater return for the amount expended.

RATES, ETC., FROM J. PEACE,
ADVERTISEMENT MANAGER,
THE BRITISH ELECTRICAL FEDERATION, 1 KINGSWAY, W.C.2.

An Exceptional Opportunity to Secure the Right Man.

Any British or American Manufacturer who would care to enter into negotiations with a view to the appointment of a sole managing representative in the Australian market is invited to communicate with

"W.A.," c/o The Editor,
The Advertising World,
Sardinia House, LONDON, W.C.2.

THE TABLET

A Weekly Newspaper and Review

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V. J. REVELEY

An Appreciation

By ARTHUR RICHARDSON

TALL AND lithe of figure, hair just turning grey, pleasant of manner, with the easy ways of a man of the world and a traveller in far countries, keen as a razor-blade where business is concerned, but friendly with all men—that is Mr. V. J. Reveley, the subject of this brief appreciation.

To understand Mr. Reveley's peculiar—I might almost say, unique—position in the advertising world it is only necessary to consider the motto of his Agency: "The world is our hoarding." For W. L. Erwood, Ltd., business builders and advertising agents, of which Mr. Reveley is managing director, is essentially a world-wide concern, and, perhaps, I do not err when I say that the foreign side of it, which is entirely Mr. Reveley's creation, is the more important.

MR. V. J. REVELEY

At any rate, it is Mr. Reveley's hobby—if I may describe as a "hobby" what is a man's engrossing interest in life, and the business to which he has devoted himself through many years of strenuous labour.

It was in 1897—twenty years ago—that Mr. Reveley became managing director of Erwood's Agency. The business could then have been described without disparagement as "a very little one," like the maidservant's baby in the story. But from small beginnings great things often spring, and that was the case with Erwood's.

When Mr. Reveley joined it he quickly saw that the scope for development lay rather in the direction of foreign than of British business. The home ground was well covered twenty years ago, as everyone in the profession knows, but abroad the pulse of trade was quickening in all directions.

It was, therefore, with a sure instinct that Mr. Reveley turned his footsteps to France, Germany, Italy, and Russia in search of openings. Need I say that he found them, and that in each of these countries he established business connections and agencies which in course of time have become highly profitable? Eventually the ramifications of Erwood's were extended to the Colonies and to America, Japan and China. In fact, the Agency became world-wide; hence its motto: "The world is our hoarding."

It may, indeed, be said, in adaptation of a familiar phrase, that from his office in Fleet Street Mr. Reveley "surveys advertising from Pekin to Peru," and that everywhere beneficent results have followed to trade and commerce. Trade, it has been said, "follows the flag," but it would be more correct to say that it follows the advertising man. He sows and others reap, and "trade's proud empire" has been the result of Mr. Reveley's ambassadorial efforts in all parts of the world he has visited, or to which he has extended his business. Before the war broke out it was in America that Mr. Reveley secured his greatest successes, and his first visit yielded such excellent results that a trip across the Atlantic became almost an annual occurrence with him, and he is probably as well known now on the other side of the "Ditch" as he is on this side, and that is saying a good deal.

Great American concerns have entrusted Mr. Reveley with innumerable important contracts, not only for the British, but for the foreign fields, and it added to the importance of these contracts that, in many instances, they were for marketing as well as for advertising.

It need hardly be said that special knowledge of the trade conditions in the countries to which the contracts applied was necessary, and it is characteristic of Mr. Reveley's methods that he made a special study of these conditions in each case, and found ways and means of surmounting all the difficulties as they presented themselves.

To take an instance: Russia was a country surrounded by difficulties so far as outside trading was concerned, but Mr. Reveley applied himself to overcome them, with the result that

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A Three-Guinea Offer of ORIGINAL IDEAS for Advertisers

For this sum the Norfolk Studio will originate the ideas and make pencil sketches for a series of about eight advertisements suitable for newspaper, magazine or trade paper use. The actual number depends upon the amount of work involved.

for
IDEAS, DESIGNS COPY & BLOCKS
for
ADVERTISERS
Write for our Folder "How We Can Help"

NORFOLK STUDIO

THE HOME OF IDEAS FOR ADVERTISERS

DESIGNERS & COPY WRITERS
RACQUET COURT
FLEET STREET
LONDON·E·C

Digitized by Google

great benefit accrued to his clients, to the extent even that some of them made considerable fortunes.

In spite of extensive foreign connections, and although his agency has been the means of placing hundreds of thousands of pounds worth of business for American and British concerns in the foreign and Colonial press, Mr. Reveley has not neglected the British field. Many important British advertising campaigns have been and are being conducted by Erwood's Agency in Great Britain, and probably it has a larger American clientele than any other agency.

THE ALDWYCH CLUB LODGE.

THE Aldwych Club Lodge of Freemasons was established on July 25th, the ceremony taking place at Freemasons' Hall, Great Queen Street, W.C., the new lodge bearing the number 3,794 on the register of the Grand Lodge of England. Mr. A. Burnett Brown, P.G.D. and G. Supt. Wks. Eng., and Dep. Prov. Grand Master of Middlesex, performed the ceremony, assisted by Sir Alfred Robbins, Pres. of the Board of General Purposes; Mr. P. Colville Smith, P.G.D., the Bishop of Barking, P.G.C., Mr. H. Haslewood, Dep. G.D.C., and Mr. W. A. Sterling, P.A.G.D.C. There were twenty-eight founders of the new Lodge, and Mr. V. J. Reveley, P.M. 174, was installed first Master. The officers appointed were Messrs. A. Richardson, Prov. S.G.D. Mddx., I.P.M.; G. J. Orange, W.M. 173, S.W.; G. H. Frost, J.W.; G. Wetton, P.M., Treas.; H. Evan Smith, Prov. S.G.D. Mddx., Sec.; G. A. Godley, P.M., D.C.; A. G. Wright, S.D.; E. Greenwood, J.D.; C. B. Lumley, P.P.G.R. Herts. A.D.C.; T. H. J. Large, Org.; R. E. C. Thornberry, Asst. Sec.; W. B. Collyns, I.G.; H. Masters, E. S. Lendrum, P.M., and F. Osborne, Stewards. Over 120 members of the Order attended the ceremony, of whom several were prominent Grand Officers, including Sir T. Vansittart Bowater, P.G.W., and Mr. Walter Haddon, P.A.G.D.C., the latter being one of the founders of the lodge.

BUSINESS GOING OUT.

The advertising of Messrs. Jones, Bridgeman & Co., Mincing Lane, tea dealers, is planned and placed by Smith's Advertising Agency, 100, Fleet Street, E.C.

Messrs. Gould & Portman, New Oxford Street, are placing the advertising of the lactic cheese, Dorsella, on behalf of Messrs. C. & G. Prideaux, Ltd., Motcombe, Dorset.

The publicity campaign for Vertroy Vermin Killer is in the hands of Messrs. Osborne, Peacock & Co., Manchester, on behalf of the proprietors of the preparation, Messrs. W. Edge & Sons, Bolton.

Orain tablets for the cure of indigestion are being advertised by Messrs. Orain, 28, Copperfield Road, E.

The new Odol advertising has been entrusted to Messrs. C. Vernon & Sons, Newgate Street.

The "Never Old" fabrics are being advertised through Messrs. Ashburner, of Manchester.

The advertising of Messrs. Day & Martin, Ltd., is being placed by the H.P. Advertising Service.

A press campaign on behalf of Messrs. Berkeleys, Ltd., civil, naval and military outfitters, Victoria Street, S.W., is being prepared and will be placed exclusively through Messrs. Chas. Pool & Co., Ltd.

Artoral, a preparation for cleaning artificial teeth, is being advertised fairly extensively, the publicity campaign being in the hands of Messrs. Vernon.

Messrs. Mather & Crowther have been entrusted with the advertising business for the Olympia Oil & Cake Co.

DAILY SKETCH

The fact-condensed pictorial daily newspaper which the business man reads because it gives him just what he wants to know in a crisp terse form, and the people at home enjoy because it provides them with a miscellany of interest—social, domestic and economic.

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ITEMS OF INTEREST

Mr. Wareham Smith, director of the Associated Newspapers, has just returned from a fortnight's tour of the British front in Flanders.

On August 2nd, at St. Peter's Church, Leicester, Mr. Thomas Dixon, managing director of the West End Advertising Agency and of the Dictaphone Company, was married

MR. THOMAS DIXON

to Miss Ella Marshall, daughter of Sir Herbert and Lady Marshall, of Knighton, Leicester. The ceremony was performed by the Right Rev. Bishop Glyn.

The Daily Mirror recently published a portrait of Mr. H. Seymour Berry, who gave £10,000 towards a technical institute for Merthyr in memory of his late father, Alderman J. M. Berry, J.P. Mr. Seymour Berry is a brother of Mr. W. E. Berry and Mr. J. Gomer Berry, proprietors of *The Sunday Times*.

Mr. Theo. Feilden has resigned his position on *The Times*, and is taking a much-needed rest prior to resuming active work. Mr. Feilden has done a great deal of work in the advertising of engineering and technical products, and he may be expected shortly to return to his hitherto active life with renewed health and vigour.

Lieut. W. E. Barney was entertained to lunch at the Aldwych Club on July 26th, when he was presented with a service of old Sheffield plate in commemoration of his marriage, which had taken place a few days before. Mr. Wareham Smith presided and handed the gift to the recipient, who made graceful acknowledgment. Lieut. Barney has since returned to Egypt.

The issue of *The Bystander* for August 8th contained a sketch by Miss King-Potter ("Imp"), the talented daughter of Mr. King-Potter of *The Daily Dispatch*. Miss Potter commenced her business career in the studio of a well-known London store, and we wish her every success in her new career.

We understand that Mr. W. Young Robinson, who was for many years connected with Messrs. Lever Bros., Ltd., of Port Sunlight, has been appointed managing director of Messrs. C. H. Parsons & Brother, Ltd., of the Castle Soap Works, Ashby-de-la-Zouch, an associated company of the above firm. We feel sure that his many friends, and all those who have met him in business, will wish him every success in his new sphere.

The Liverpool Post and *The Liverpool Echo* published at the close of last month several columns of in memoriam notices of local men who were killed last year at the battle of Guillemont.

The report of Messrs. C. Arthur Pearson states that the accounts for the year ending May 31st show a profit of £36,481, after making the usual allowances. To this must be added £18,757 brought forward, a total of £55,238. Out of this, £13,750, dividend on the preference shares, had already been paid, and with the balance it was proposed to pay a dividend of 5% on the ordinary shares, absorbing £8,750, and to carry forward £32,739. The report added that the year's trading was very gratifying, and that was due to advantageous purchases of paper made early in the war. From the point of view of profits the prospects of the coming year were uncertain, for the price of paper and other materials continued to increase and the stocks, bought at low prices, were steadily diminishing.

EVENING STANDARD

London's leading evening newspaper, having a larger circulation than the combined circulations of all its evening penny contemporaries. Its influence embraces the wealthy home counties.

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SUBSCRIBERS' ADVERTISING

In this section we review each month the Advertisements and Advertising Literature, and answer the questions pertaining to their advertising, sent by our Subscribers, free of charge. Subscribers are cordially invited to ask our opinion upon any advertising matter. Replies and reviews will be dealt with under assumed names if desired.

MESSRS. CLAYTON & CO., Karrier Works Huddersfield, forward us a copy of their latest booklet-folder, produced to advertise their Karrier motor vehicles. To one of these folders we referred in our last issue. The one now under notice measures, when fully opened, 21 inches across by 16 inches high, and the main characteristic of it is two large diagrams to illustrate the chassis of the car. These are printed from half-tone blocks on a good white paper, with border of a flat stone-grey tint, which is also largely used for the rest of the folder as a background for the text, chiefly made up of detailed specifications of the cars. The unusual feature of this folder is that it has a cover. This is of grey linen-grain paper, slightly overlapping, and with line drawing on the front. The work is well turned out, and creates a favourable impression.

MESSRS. WALPOLE, Irish linen manufacturers, of Suffolk Street, Dublin, forward us several specimens of their recent advertising. Of these the chief is a loose leaf folder, the feature of it being that in most cases the prices are filled in by hand, for these prices change so often that they cannot be printed. Inside the folder are sent just those slips which are required by the customer, instead of a complete catalogue. The slips are neatly printed on good quality paper and the cover is of a rough surfaced stone grey paper, the whole production being neat and business like. Most of the advertisements are double column and range in length from about 7 to 12 inches. Round each a shaded border of uniform design is arranged, and this looks well though it is a pity the sections of border are not better joined, the good effect being greatly marred by the bad breaks in the lines. The illustrations, in line, are dainty and the type well chosen and well displayed. The advertisements owe much of their pleasing appearance to a judicious use of "white." They are well varied and yet have a happy family likeness.

THE COUNTRY PRODUCE CO., 94, Easter Road, Edinburgh, forward us a copy of their house organ, "The Quair." It is produced on very modest lines with many bright and amusing stories and items of interest to make it the more readable, and contains very little advertising matter. It appears to be designed for customers in the humbler walks of life only, and we think might be produced on rather more ambitious lines so that it might make appeal to the mistress as well as to the maid. Wider margins round the pages, outside the text matter, would improve the look of the booklet, which now is rather lacking in style.

THE FORD MOTOR COMPANY (ENG.), LTD., send us a copy of the August issue of *The Ford Times*, which appears in somewhat different guise from that to which we have been accustomed. The announcement is made that in future only the supplement entitled "Ford Facts" will be distributed gratuitously to Ford owners and others who receive the literature issued by the company. The editor states that directly the paper situation will allow, *The Ford Times* will be a much larger publication than it is at present, and it will be devoted to "the great reconciliation which must take place between Capital and Labour if we are to emerge from the war period safeguarded against industrial disintegration."

ILLUSTRATED
SUNDAY HERALD

The most fascinating weekly review of the world's happenings in pithy news and graphic pictures. The favourite Sunday picture paper in Britain's homes. First planned and first favourite.

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THE MEANS THAT MATTER!

THE BUSY THREE

are as busy as can be on the production of material

TO END THE WAR

THEY ARE HELPING TO MAKE PROGRESS.

YOU can make progress.

YOU have your opportunity to-day. Bring home, to the people who matter, the necessity of buying the goods you sell. If your goods are the good goods you represent them to be, then let everybody know that they are good goods.

THE BEST MEANS TO REACH

The Busy Three is the Big Three

They cover most effectively the whole of
THE NORTH-EAST COAST—SHEFFIELD & 30 MILES—
BIRMINGHAM & THE MIDLANDS

Northern Echo — Sheffield Independent
Birmingham Gazette.

ENQUIRE FOR RATES.

London Offices:
17 Bouverie St., E.C.4.
Phone: 5107 City.

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Canada.

The Imperial Trade Correspondent at Winnipeg reports that, at a recent meeting of the Winnipeg Board of Trade (*i.e.*, Chamber of Commerce), a new standing committee was appointed with the object of promoting trade between the United Kingdom and Canada. This Committee, which is to be known as the Imperial Trade Committee of the Winnipeg Board of Trade, is prepared not only to answer all questions by British manufacturers bearing on the trade within the Empire, but to receive and have properly displayed, samples from any British manufacturer. By this means, it is thought, importers in Western Canada will have an opportunity of handling British-made goods which are suitable for that territory. The Committee will also endeavour to establish connections between the importer and manufacturer, or the importer and agent.

Communcations from the British firms should be addressed to the Secretary, Imperial Trade Committee of the Winnipeg Board of Trade, Winnipeg.

New Zealand.

Further testimony to the prosperity of New Zealand is conveyed in a letter which we have received from Mr. Robert Hill, who carries on at Christchurch the advertising service which bears his name. Mr. Hill says: "Despite the war New Zealand is very prosperous, and the advertising business is sharing the general prosperity. When the shipping problem was most acute things began to look sort of gloomy, but the shortage of ships did not last long enough to affect us greatly. Of course, we could do with more cargo space still."

Mr. Hill has been called up for active service, and expects to be in the Old Country early in the New Year. He is a Scotsman, and left his home for New Zealand about thirteen years ago.

The United States Consul at Vladivostock says there is no duty on catalogues printed in English when sent into Russia through that port, but on those printed in Russian the duty is 18.70 roubles per pood. Advertising matter would probably have to pay duty at the same rate as Russian catalogues. During the war catalogues should not be sent to Russia with stiff backs, as these are removed, with more or less injury to the catalogue, before admission into the country.

One hundredweight, English, is equal to about 3.1 poods Russian.

Mr. Frank Pick, commercial manager of the Electric Railways, and controlling the Underground, the L.G.O.C., several of the tram systems, and, in fact, the major portion of the transit facilities of London, has been appointed Coal Rationer. It is not at all surprising that the Government has seen the wisdom of utilising the services of so able an organiser.

The September issue of *The Drapers' Organiser* will be a double Autumn number containing 137 pages of advertisements, which comprise a wonderfully fine show of textile reproductions in colour and black and white.

Mr. Malcolm Moorhouse has purchased that very successful business, the Permo Co., makers of modern advertising specialities. Mr. Stanley V. Machin, the well-known manager of the company since its formation, will still hold that important position.

The next election of pensioners of the National Advertising Society and Benevolent Institution will take place early in December. The Secretary, at 61, Fleet Street, E.C.4, will give any information.

Those of our readers who knew Private H. B. Hicks when on the staff of this paper will learn with pleasure, shared to the full by us, that he is well and happy. He is still serving on the Western Front, where he has been for more than two years, but has lately been transferred to the Royal Engineers, Survey Section.

It will be recalled that at the beginning of March the proprietors of *Punch* announced their decision to double the price of the paper, and Mr. Roy Somerville then stated that, should the increase result in the net sale falling below 100,000 copies, for each complete 10,000 fall below that figure a 10 per cent. rebate would be made to advertisers at the end of the first quarter. Mr. Somerville is now in the happy position of being able to announce that the net sale for *Punch* during the quarter ending June 30th at no time fell "within measurable distance" of 100,000 copies, and the average net sale per issue for the quarter was largely in excess of 100,000 copies per week. Mr. Somerville says the advertising revenue of the paper for the first six months of 1917 showed an increase over the same period in 1916 of more than 25 per cent.

A Russian Primer for Compositors.—Messrs. Raithby, Lawrence & Co., London and Leicester. 2s. 6d.

The growing appreciation in this country of the importance of the Russian market and the determination to capture a portion of the business to be done there has led many British merchants to realise the desirability of sending trade catalogues and the like to Russia and in the Russian language. To facilitate the production of such matter in Russian, Messrs. Raithby, Lawrence and Co., London and Leicester, have produced a little book entitled *A Russian Primer for Compositors*, Mr. J. Stewart being the author. The primer is so carefully arranged that very little application will enable the average compositor to acquire a good working knowledge of type setting in Russian. The information afforded is essentially practical, with diagrams of type cases and machine keyboards. The book serves a very useful purpose, and should be of real utility.

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THE ADVERTISING MAN'S LIBRARY

"Advertising: Selling the Consumer"

Advertising: Selling the Consumer.—By JOHN LEE MAHIN. Published for the Associated Advertising Clubs of the World by Doubleday, Page & Co., New York. Net $2.00.

The revised edition of Mr. John Lee Mahin's book can only serve to establish it yet more strongly as one of the most authoritative and practically valuable studies of modern advertising, and to increase the reputation of its author as among the comparatively few advertising craftsmen who work in the full light of reason rather than by the glowing but fitful fire of instinct.

His is not the frame of mind that is content to know, by its own experience and that of others, that certain causes may with confidence be expected to produce certain results; it must know *why* this is so. He cannot formulate a question without demanding an answer; and he goes to the facts to discover satisfaction for his need.

It is for this reason that his book is so safe and sure a guide for advertisers and advertising men, whose business it often is to deal with facts of a singularly intractable nature. They will find an elucidation of nine-tenths of the puzzling problems presented to them in its pages, and always one that is based on verified and related facts and experiences.

There are no doubt many ideas and suggestions put forward in the book that will seem, to this or that reader, open to serious question; but in the main the book does not call for criticism, it cries out to be used. And the advertising man who does not make liberal use of such an inspiring and informative companion places himself at a serious disadvantage in comparison with those more ready to accept its able assistance.

Mr. Mahin wholeheartedly believes that scientific advertising benefits the producer, the trader, and the consumer alike. He does not regard it as a tax upon commodities, but as an economy in distribution. In the world of things as they are, which is the only world of immediate concern to us, he looks upon it as an essential element, a vital force. Consequently that advertising should be well done, and not ill done, he regards as of the first importance to the well-being of civilised mankind.

He does not pretend that advertising is doing all that it ought to do, but he holds that it is doing a great deal, and is every day doing more to improve the general conditions of human existence.

If we have not reached our goal, he has no doubt but that we are on the right road; and he writes accordingly with a cheery confidence that is infectious and enlivening.

We do not dare to begin quoting from Mr. Mahin's pages, for we should not know where to stop; but the following few chapter headings—selected from a list of twenty-nine—will serve roughly to indicate the scope of the book to those who have not yet made its acquaintance: Salesmanship is Service; What the Manufacturer Owes the Consumer; What the Consumer Owes the Manufacturer; The Tools of Advertising; Building and Testing in Advertisement; Advertising Mediums; Advertising and Selling through the Ordinary Channels of Trade; Co-operation between Salesman and Advertising; Prestige-Building Advertising.

These will sufficiently suggest that, as is indeed the case, the author has taken a comprehensive view of his subject, which has not prevented him dealing with details faithfully, exactly, and extensively. He has severely economised words, and his three hundred pages contain a wealth of information that it is a wonder to find packed in so small a space.

Notwithstanding the condensation of the matter it makes easy reading, and it is arranged conveniently for reference.

The one thing about the book to which British readers may take exception is the sub-title, "Selling the Consumer." This is a phrase liable to convey an altogether undesirable meaning on this side of the Atlantic. It must not for a moment be supposed that Mr. Mahin intends to convey that the consumer is to be "sold" when brought into contact with advertising.

C. ARTHUR PEARSON, LTD.

Continued from page 113.]

at the present time. However, it seemed to be quite clear that there was not likely to be any substantial diminution in the price of paper. As had been pointed out, the price of paper had risen four or five fold, and there seemed very little prospect of its falling during the next twelve months. If it remained at its present price the effect upon the company's profits must be considerable, but the business was so sound that the directors had been enabled to make certain provision in the accounts which would, to some extent, enable them to meet present circumstances. (Applause.)

The resolution was carried unanimously.

The co-option of Miss G. Stuart Macrae as a director was confirmed; the retiring directors (Messrs. J. C. Harrison and A. W. Stirling) were re-elected; the auditor (Mr. E. J. Thol, F.C.A.) was reappointed, and a hearty vote of thanks to the Chairman, the directors and the staff concluded the proceedings. [ADVT.

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NOTES ON MEDIA

Punch's Almanack for 1918 will be published about November 15th, price sixpence, in a special cover printed in three colours. Space is now being booked, but much of it has already been taken. The *Almanack* has grown in popularity and advertising revenue each year, for many years past, and the number, which is looked forward to always with so much pleasure by hosts of people, constitutes an excellent advertising medium.

"PUNCH"

In a recent issue *The Daily Express* made an important announcement as to its policy on the subject of holiday rates for advertising, emphatically stating that under present conditions the conductors of the paper were resolved to decline to grant concessions in price. This declaration was made in the following terms: "Before the war, with a circulation far below the present and a newspaper containing ten and twelve pages, there was ample room for advertising, and consequently when the summer holidays came it was reasonable for advertisers to expect a concession. Parliament did not sit, and the world generally was on holiday. Now, however, the situation has changed. Everybody is busy, and the wants of the public are the same as they are in any other month. Advertisers must advertise. The price of paper has gone up far beyond reasonable measure. Yet, with less advertising space available, we have continued to supply an ever-increasing circle of readers with a paper at the old price. A certain number of columns are at the disposal of advertisers every day. Our price is firm. If advertisers do not see their way to display their wares at our figure we prefer to devote the space to news. There is never enough space in any newspaper."

"THE DAILY EXPRESS"

To advertising and press men generally it was a pleasure to see the special "Irish Convention" number of *The Freeman's Journal*, Dublin. It was in every respect an excellent production, particularly on the advertising side. The issue ran to fourteen pages and carried an impressive array of big-space special advertising and of a character rarely procurable by Irish newspapers. Each advertisement derived its interest from the historic event inaugurated on the day of publication, and the entire arrangement and effectiveness of the whole was most creditable to Mr. W. E. Magill, the advertisement manager. The big "competitive" advertisements on behalf of Messrs. Paterson & Co., Ltd., match manufacturers, Dublin, and the new I.D.A. Coffee Company were handled and placed by Messrs. McConnell's Advertisement Service, Dublin.

"THE FREEMAN'S JOURNAL"

At the close of last month *The Birmingham Gazette* devoted special attention to the subject of "Where to Spend Your Holidays." Two pages were given up to the attractions of the Thames from Oxford to Richmond, and a like space to advertising Blackpool. In the former case text was used with the advertisements, and in the latter the whole of the pages was occupied by advertisements. In each instance special headings were devised. Such pages were very useful to prospective holiday makers, and advertisers also clearly found them very valuable in making known to a big public, with money to spend, the advantages they had to offer.

"THE BIRMINGHAM GAZETTE"

The net paid sales of *The Irish Independent* are still rising, despite restrictions in various directions. Recent changes in the price of newspapers in Dublin have extended the popularity of Ireland's only halfpenny daily newspaper. The latest ascertained figures of daily net paid sales of the *Independent* reach 110,000 and those of *The Evening Herald* 40,000.

"THE IRISH INDEPENDENT"

The Northern Echo early in the month devoted a composite page of advertisements and editorial matter to Morecambe as a holiday resort. The chief feature of the page was the simple and effective design for the title block, an attractive blend of line and mechanical tint. The extraordinary throngs of people who made their way early this month to the health and pleasure resorts, especially on the South, West and North-west coasts, clearly show that it pays these places to advertise.

"THE NORTHERN ECHO"

"The Rebuilding of Dublin" was the general title of a series of articles in recent weeks by *The Irish Times*, and they resulted in the securing of a representative display of advertising from builders, timber merchants, etc., neatly set small-space advertisements from such firms flanking the reading matter.

"THE IRISH TIMES"

An interesting publication which has come under our notice is the recently started Spanish edition of *Beama*, the organ of the British Electrical and Allied Manufacturers' Association, 36 Kingsway, W.C. Well printed by Messrs. Percy Lund, Humphries & Co., of Bradford, it is evidence of enterprise on the part of British

"BEAMA"

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manufacturers, for it shows they grasp the fact that if the people of a foreign land are to be reached it must be by means of appeals in their own tongue. Often and often the folly of sending advertising matter printed in English—however good otherwise it may be—to people who do not understand our language has been pointed out. But the British Electrical and Allied Manufacturers are wise enough to approach the Spaniards in their own tongue, and we feel sure of good results therefrom. In addition there is a directory of British makers of electrical appliances, containing some dozens of names. The copy of the magazine before us carries the displayed advertisements of nearly thirty British firms, all the advertisements being in Spanish, in which the whole of the text is printed. To this new venture we heartily wish every success and offer our congratulations to the promoters upon their enterprise in establishing it.

THE HOUSE OF LLOYD'S

Striking Success of its New Magazine

BELIEVING THAT the future of the Empire is largely in the hands of our home makers, the House of Lloyd's sought to establish a magazine which would specially appeal to mothers and fathers. The result is *Lloyd's Magazine*, which incorporates all the salient features of the well-known *Mothers' Magazine and Baby*, in addition to strong new features of general magazine interest.

In spite of the turmoil and distraction of the war it is gratifying to record the progress this magazine has made. Clever novelists, article writers and artists contribute to its columns, and the appreciation of their work shows there is a public which values useful as well as amusing matter.

In addition to a large following of the substantial general public, controllers of schools for mothers and of crèches, women sanitary inspectors, medical officers of health, parents' unions, members of the Women's League of Service, etc., are all regular subscribers.

The presence of so many prominent advertisers in its columns shows the public spirit of our business men in supporting a magazine which is avowedly issued in the interests of the nation, and not merely for a popular and commercial success. That such a policy is justified is shown by the steadily progressing support given the magazine from the first number onwards.

The recent change in title to *Lloyd's Magazine* was the result of many communications received by the House of Lloyd's, asking them to consider the advisability of broadening the basis of the appeal of the magazine, while fully retaining its special motherhood and home interests. The August number, which was soon out of print, was the first issue in the new guise, and the demand for this magazine, especially by the men, exceeded expectations. The make-up and production were excellent. Not the least interesting contents were the fine show of first-class advertisers, which formed a well-nigh complete catalogue of home necessaries. The publication is sold at 6d. nett, and is full magazine size.

We congratulate its conductors on the achievement of successfully combining in such a bright and eminently readable manner articles both attractive and informative.

No Copyright in an Idea.

IN THE Chancery Division on July 31st Mr. Justice Peterson delivered his reserved judgment in an action in which Mr. Robert McCrum, trading as the International Art Company, complained that Mr. D. Eisner, Mansell Street, Aldgate, had published a colourable imitation of one of his "Recruit Series" of postcards.

The defendant contended that, although his card expressed the same idea, it was an entirely independent production, and that the details and design were different.

His lordship said there was no copyright in an idea, but only in the expression of it. Looking at the two cards, no one could mistake one for the other. They were quite dissimilar. The action failed, and would be dismissed with costs.

THE
EVENING CHRONICLE
(Manchester)

Is read by a larger number of womenfolk than any other provincial evening newspaper. It has a direct home appeal. It has the largest distribution over England's wealthiest and most populous industrial county.

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U.S.A. PAPER SHORTAGE

THE FEDERAL Trade Commission which was appointed to investigate the news-print paper industry has presented its report. This states that the consumption of news-print paper in the United States in 1916 amounted to 1,775,000 net tons, valued at more than £14,000,000, but at the prices prevailing last June such tonnage would cost consumers in 1917 more than £21,000,000. It was therefore deemed desirable to take steps to effect economies in the use of paper. The Commission report that their efforts to restore competitive conditions in the news-print industry expeditiously, and to arbitrate and effectively project a fair price for news-print paper had failed. Proceedings had been instituted against four firms for violations of the Sherman anti-trust law, and the indictments were pending for trial when the report was issued. The present situation was regarded as very serious and it was thought would become still more so. A rise in prices out of proportion to the cost of production was anticipated, with serious results to the newspapers and the public. The commission therefore recommended that Congress should provide that all mills and agencies should, as a war emergency measure, be operated on Government account, and that the products be pooled in the hands of a Government agency and equitably distributed at a price based upon cost of production and distribution plus a fair profit per ton.

Also the commission recommended that, as approximately 75 per cent. of the production of news-print paper in Canada came into the United States, proper action be taken to secure the co-operation of the Canadian Government in the creation of a similar governmental agency for the same function, with power to act jointly with the United States Government. If the Canadian Government would not join in such action the commission advised that importation of paper and pulp to the States should be made only on Government account. *The Fourth Estate* (New York), in an article on the paper scarcity in its issue of July 21st, speaks of the extreme gravity of the situation through the rise in the price of paper, and complains of the delay on the part of Congress in taking action.

THE RUSSIAN MARKET

IN ORDER to bring before British manufacturers and financiers the wonderful opportunities which are offered to this country in the development of the Russian market after the war, Messrs. R. Martens & Co., of 149 Leadenhall Street, E.C., have been holding an exhibition at the Central Hall, Westminster. As has been many times pointed out in this paper, German trade with Russia was developed to an enormous extent in the years before the war and British trade correspondingly suffered. But now there has arisen an opportunity for the manufacturers of this country to win back the trade which they have lost, if they will set to work in the right way, and adapt themselves to the peculiar conditions of the market. The exhibition was designed to show how wonderful are the possibilities of the trade that may be done with so vast a country as Russia, with its 180,000,000 inhabitants. A number of most ingeniously arranged maps and diagrams were prepared and exhibited, showing the chief products and industries of the country and the portions of it in which principally they were produced, especial emphasis being laid on the agricultural and mineral resources of the huge republic. Other maps and diagrams suggested the openings that exist for the exporting of various kinds of machinery and manufactured goods to Russia; and of course it will be realised that while Russia would send her farm produce to us, we should send her agricultural appliances.

The exhibition, similar to one recently held with considerable success in Glasgow, was full of instruction to the merchant and manufacturer who really wanted information as to the openings for trade in Russia and the peculiar conditions of the market.

The importance of advertising in the language of a country in which the advertisement appears has been many times urged in our columns, and as it may have puzzled many of our readers who do business in the Far East to discover a means of getting their announcements translated into Chinese they may be glad to learn that Mr. H. H. Fox, C.M.G. (his Majesty's commercial attaché at Shanghai), has intimated that he can recommend an agent in China who will undertake the translation of trade circulars, catalogues, etc. The name and address of the translator may be obtained by British firms interested, on application to the Department of Commercial Intelligence, 73, Basinghall Street, E.C.2.

"I have been authoritatively informed," writes our Dublin correspondent, "that the results directly traceable to the advertising campaign under the National Service (Ireland) scheme have been most satisfactory. The publicity work was prepared and controlled by Messrs. Kenny's Agency. Up to the time of writing the few insertions published were framed on specific points in National Service work and were each addressed to separate classes in the community."

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THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending July 21, 1917. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

THE DAILY NEWSPAPERS
(COLUMNS)

Date	Times		Telegraph		M. Post		Graphic		Daily Mail		Mirror		Daily News and Leader		Express		Daily Sketch	
	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.
1917 June 23	10¼	26½	8½	26¾	3½	15½	4⅝	5	9¼	3¾	8½	1½	7⅛	1¾	5	26¾	4¾	⅞
25	12¾	14¾	17¼	24	7¼	15	13	3⅝	18	2½	10	⅞	9⅛	⅞	19	14¾	9½	2
26	20	19¼	21⅛	29¾	6¼	22½	4⅜	5	20	2¼	8¼	2	9	1	9	19¼	7	1
27	17	15¾	14	25⅝	6¼	18¾	7	4¼	10¼	1¼	5¾	2	9	1	9	15¾	7¼	1
28	25¾	20⅜	10⅜	25	3	18¼	8¼	3¾	20⅜	1¾	6¼	2	9¼	1	6	20⅜	5¾	1
29	54¾	16½	15	22	9⅜	14¼	4½	4⅝	12	1¼	7⅛	1½	9¼	1	4	16½	10	1
30	9¾	25¾	10¼	27¼	1⅜	18	1¼	4¼	16¾	3	9¼	1½	8	1⅜	7	25¾	5⅜	1
July 2	20¼	18¼	25⅜	25¼	16	15	13½	3¾	20	2¼	10	⅜	11	⅜	10	18¼	6¾	⅜
3	20⅜	16⅜	12¼	28¼	5½	22¾	12	3¾	19¾	2¼	10	⅜	9¼	⅜	9½	16⅜	8¼	⅜
4	16¼	16¼	18	28¼	12¼	18¼	7¾	5¾	12¼	1¼	9¾	1	8¾	1¼	10	16¼	10¼	1
5	23¼	23¼	19	24¼	6	17	9¾	4	20¼	2¼	9¾	1	9¼	1	9	23¼	10¼	1
6	20¼	15¼	14¾	20¼	6¼	11¾	8¾	4¼	11¾	1½	9¾	1	9⅜	1	8¾	15¼	6¼	1
7	11	23⅜	10¼	25¼	2	15¼	3	4¾	11¾	2	9¾	1	8	1⅜	4¾	23⅜	4	1
9	17¾	14¼	25¼	22	14	13½	14⅜	3	20¾	2	10	⅜	9¼	1	10¼	14¼	9¼	1
10	15¼	18⅜	14¼	28¾	3¾	22¾	7	3¾	12¼	1⅜	10	⅜	9	1	9¾	18⅜	9	1
11	13¾	16¼	17¾	26¼	5⅜	17¾	7¼	4	19¾	2⅜	10	1	9⅜	1	10	16¼	10¼	1
12	16¾	23¾	9¾	26¼	4¼	18¾	6¾	4	12¼	1¾	5¾	1⅜	9⅜	⅜	10¼	23¾	6¼	1
13	14¾	15¾	12	20½	3	12¼	4	5	19¼	2½	7	2	8¼	1	8¼	15¾	5¼	1
14	8¾	23¼	9¾	26	1¼	14¼	4⅜	4	11¼	2	9	1⅜	8⅜	1	6⅜	23¼	3	⅜
16	21	14¾	19	25¼	8¾	14¼	6	3¼	19¾	2¼	9	1⅜	9¼	⅜	10¼	14¾	8¼	⅜
17	15¾	28¼	9¼	28¼	1¼	21¾	5¼	4¼	19	2¾	8¾	2	8¾	1	9	28¼	4	⅜
18	15¼	21¾	10¾	25½	6	17¾	4¼	4¼	12¾	1⅜	8¾	2	9	1	4	21¾	7¾	⅜
19	22	22¼	7	24½	6¾	17¾	5	4¼	19¼	2⅜	7	2	9	1	7¾	22¼	6¼	⅜
20	18	15½	11¼	21	4¼	11	4¼	4½	10¾	2¼	7¾	1¾	9	⅜	11¾	15½	7	1
21	5¼	21¾	8	24¾	2¼	13¼	1¾	5¼	10¼	3½	9	1⅜	7	2½	7¼	21¾	3	⅜
Total ...	411¾	486	354½	631¼	147	417¾	179¼	107¼	390	55¾	216¾	35	223½	27¼	211⅜	51	157¾	219	184	17¼

WIDTH OF COLUMNS: *Times*, 2⅛ ins.; *Telegraph*, 2⅛ ins.; *Post*, 2⅛ ins.; *Graphic*, 2⅛ ins.; *Mail*, 2⅛ ins.; *Mirror*, 2⅛ ins.; *Daily News and Leader*, 2⅛ ins.; *Express*, 2⅛ ins.; *Chronicle*, 2⅛ ins.; *Daily Sketch*, 2⅛ ins. LENGTH OF COLUMNS: *Times*, 22½ ins.; *Telegraph*, 24½ ins.; *Post*, 23 ins.; *Graphic*, 14½ ins.; *Mail*, 22 ins.; *Mirror* 13⅜ ins.; *Daily News and Leader*, 21⅛ ins.; *Express*, 22 ins.; *Chronicle*, 19 ins.; *Daily Sketch*, 13⅜ ins.

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THE EVENING NEWSPAPERS

(COLUMNS)

Date	Evening News		Westmins'r Gazette		Pall Mall Gazette		Globe		Star		Evening Standard	
1917	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.
June 23	10½	1	4¾	2½	12½	3	2	2½	3¾	1½	4½	2
25	11½	¾	5½	2¾	8¾	2½	6½	2¼	6½	1½	7	4¼
26	12¾	¾	4½	2½	10	2¼	5½	1½	7¾	1½	12½	2
27	11	1	4½	2½	7	6	5½	2¼	7¼	1¾	9	5
28	11½	¾	3½	2	11½	1½	6	2¾	5½	1¼	8¾	4¼
29	11½	¾	7½	2¾	11¾	3	8	2½	10¾	1	10½	3¾
30	11½	¾	6½	3¼	8	3½	2¼	2¼	2¼	1¾	6	1½
July 2	11¼	¾	7¾	2½	14¼	1¾	9¼	3	7¼	1¼	13¼	3
3	13	¾	6	2	11¼	2	10	1¾	8	1½	12½	3
4	11½	¾	6¾	2¾	8¼	5¼	8¼	2	8¾	¾	12½	3¾
5	11½	¾	7½	1½	13	1¾	7¾	1¼	7½	1	11¾	3¾
6	11¼	¾	7	2¾	11½	3	6	2½	9	1¾	8½	3¾
7	10¾	¾	5¾	2¾	10¾	2½	4½	2¼	7½	1¾	5½	1½
9	12¼	¾	7¾	2	13	2¼	13½	1¾	9¾	1¼	15	1½
10	13	¾	6	1½	10¼	2¼	7	1½	8	1½	10½	3½
11	11¼	1	6½	2	9¼	6	6½	2	8	1	11¼	3¼
12	11¼	¾	4¾	2	15¼	1¾	6¼	1½	6½	1	8½	5¼
13	11	¾	2¾	2½	12	1¾	5	1½	7¼	1¼	7¼	5½
14	10¾	1½	5½	3	8	3½	2	1¾	5¼	1¼	3	3¾
16	11½	¾	4	2½	5¾	2¼	6	2	7½	1¼	7¼	3½
17	12	¾	3¼	2¼	10	1¾	7¼	1½	11	1¼	8	4
18	10¾	1	7½	1¾	9	3¾	7¼	1¾	8¼	1	7	3¾
19	11¼	¾	3½	2¼	9½	2¾	6½	1½	6½	1¼	8	3¾
20	12¼	¾	5	2	9	1¾	4¼	2	6¼	1¼	12½	3¾
21	11¼	¾	6½	1¾	10¼	3	3¼	2	3¼	1½	4	2¾
Total	287¼	20½	139½	58	259½	70½	156	49½	179	32¾	224½	85½

WIDTH OF COLUMNS: *Evening Standard*, 2⅜ and 3⅜ ins.; *Westminster Gazette*, 3⅛ and 4⅛ ins.; *Pall Mall*, 2⅛ and 4⅛ ins.; *Globe*, 2⅜ ins.; *Star*, 2⅜ ins.; *Evening News*, 2⅜ ins.

THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Tit-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show
1917.						
June 28	9½	7	6	6⅛	8½	10⅛
July 5	10⅛	6⅜	6	6½	8⅛	10⅛
12	10	6	5½	6½	9	10⅛
19	8½	6½	5½	6⅛	9	10⅛
Total ...	38⅛	26⅛	23	25⅜	34⅝	40⅜

THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending	Country Life	Ladies' Field	Bystander	Tatler	Land & Water	Graphic	Sphere	Field	Punch	Illus. London News	Sketch	Queen
1917.												
June 28	44	28	37½	23½	17⅜	11¼	9⅜	14⅓	15⅓	9½	18	24
July 5	48	29	38¼	26½	17	12	10⅜	27	15⅓	12	19	49⅜
12	41	16	29⅜	22⅜	15⅜	10	9	15	15⅓	8½	13½	17
19	46	17	35⅜	20¼	16¼	8½	9½	16	11⅓	8¼	15⅜	20
Total	179	90	141½	93⅓	66⅜	41⅜	39	72⅛	56⅓	38¼	66	110⅜

THE SUNDAY NEWSPAPERS

(COLUMNS)

Date	Observer		Sunday Times		News of the World.		Lloyd's		Dispatch		People		Reynolds's		Sunday Chronicle		Empire News	
1917.	D.	C.	D.	C.	D	C.	D.	C.	D.	C	D.	C.	D.	C.	D.	C.	D.	C.
June 24	35¾	9¼	30¾	10	11½	1⅜	10⅜	5½	13	1½	15½	8⅜	13½	5	14½	2½	14½	1¼
July 1	38	8	37¾	9⅜	10½	2	15	12	13½	1¼	13¼	9⅜	12	5⅞	10¼	4	12¼	¾
8	37¼	8½	20	8½	11½	2¾	12½	9½	13¼	1¼	15	9⅜	12	4½	8½	2¼	11¼	1¼
15	36	8½	32½	8¾	11½	2½	14¾	9	14	1	15	9½	13½	4½	12⅜	2	14⅜	1¼
22	35½	8¼	30⅞	8	11¾	3	11	9¾	13¾	1	15¾	8½	13¼	4	10	2⅛	10¼	1¼
Total	182½	42¼	151⅜	45	56½	12	63¾	45½	57½	6	74¼	45¾	63¾	23½	55⅞	13	63	5¾

WIDTH OF COLUMNS: *Observer*, 2⅛ ins.; *Sunday Times*, 2⅛ ins.; *News of the World*, 2⅛ ins.; *Lloyd's*, 2 & 2⅛ ins.; *People*, 2 ins.; *Reynolds's*, 2⅛ ins. LENGTH OF COLUMNS: *Observer*, 21⅛ ins.; *Sunday Times*, 22 ins.; *News of the World*, 22⅛ ins.; *Lloyd's*, 19⅛ ins.; *Dispatch*, 22 ins.; *People*, 18⅛ ins.; *Reynolds's* 24⅛ ins.

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THE POPULAR MONTHLIES—JULY

(DISPLAY AND CLASSIFIED—PAGES)

Strand	Cassell's	Quiver	New Mag.	Review of Reviews	Nash's	Woman at Home	Pearson's	Windsor
51¼	36¼	31⅜	27¼	10¾	14½	28¼	21¾	22¾

Connoisseur	Wide World	World's Work	English Review	Royal	Grand	Novel Mag.	London	Captain
39	22	13⅞	11	14¼	15¾	12¼	33¾	9½

Special Note—Insets are not included.

PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date 1917		Bristol Times and Mirror			Glasgow Herald			Sheff'ld Daily Telegraph			L'pool Post and Mercury		
		National Display	Local Display	Smalls*	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
June	23	7⅜	10¾	23	4	17½	10¾	6	9	18½	1½	8½	5⅜
	25	3	2½	9¾	3⅜	30¼	12¼	5¼	3	4¾	3¾	11	6
	26	3¼	3⅜	9½	5½	11½	10	4¼	3¾	7¼	1	8½	9
	27	3	4	9½	5¾	28½	18	14	3	4	5¼	9	6½
	28	2	4	9	4½	12½	10½	4½	3½	5⅜	2¼	8	6
	29	3¾	4½	8¾	7½	21	15	3¾	3¼	4¼	3½	12½	9½
	30	4¾	10½	20¼	5¼	16¼	11¼	6	12	20½	¾	12	7
July	2	1	5	8½	5½	22⅜	14	4	3¾	5½	1½	14½	8
	3	3½	4	9	7½	11½	8	6½	5¼	7¼	5	9½	10½
	4	2¾	7¼	9	3⅜	30¾	12¾	6	4½	4½	3	10½	7
	5	3½	4½	9¼	5½	12¼	10	6	5	5	3½	8	6
	6	2¼	4	8¼	4	20¼	12	3¼	4½	4¼	1⅜	11⅜	10
	7	5¼	12⅜	20	3½	15½	9¾	6¼	15¼	20	1⅜	10⅜	6
	9	4¼	5¾	9	4½	20	13½	5¼	4⅜	4⅛	2⅜	15¼	6½
	10	2¾	4	8¾	2⅜	11	10	6¾	4¼	7	2½	9½	10
	11	2¼	5¼	9¼	3¾	22¼	11	5	4½	3½	2	9	7½
	12	3¼	3⅝	9¾	2½	11¼	11	6¼	4	5⅜	3	8½	8
	13	2¾	4½	8½	7¼	12½	10¾	2	4	5	2½	10	11
	14	7⅛	14¾	20¼	2⅜	11½	10	4	17½	19	1	13½	6
	16	3¼	5¾	9	3½	16½	9½	4¼	4½	5¼	2	14½	8½
	17	1½	4¼	9¼	5½	9½	8¼	4½	3¾	8¾	1½	9	9½
	18	2½	4¼	9½	7½	11⅜	11¼	4¾	4¼	4⅜	1	9½	7
	19	2¼	3¾	9¾	3¼	10⅜	10	5¼	4¼	6½	1⅜	7	5½
	20	2	3¾	9¾	3½	13½	12	3⅜	4	5	2⅜	10¼	11½
	21	4	11	21	2⅜	12½	10	5	10	20	1½	13½	5
Total	...	84	148¼	287	115¼	413	280½	132	145½	205⅜	58¼	263½	193¼

* Including Auctions. SIZE OF COLUMNS: *Bristol Times and Mirror*, length, 24 ins., width, 2⅛ ins *Glasgow Herald*, length, 24½ ins., width, 2½ ins. *Sheffield Daily Telegraph*, front page, 21 ins.: inside, length, 25 ins. width, 2⅛ ins. *Liverpool Daily Post*, length, 24 ins., width, 2¼ ins.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

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PROVINCIAL NEWSPAPERS—(Halfpenny)

(COLUMNS)

Date	*Liverpool Echo*			*Northern Echo Darlington*			*Sheffield Independent*			*North Eastern Daily Gazette*			*Daily Dispatch*			*Irish Independent*			*Northern Daily Telegraph*			*Yorkshire Telegraph and Star*		
1917.	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
June 23	1	1¼	9	1½	5	6½	3	11¼	11¼	1	5	8	2¼	3¾	7	2¾	16½	6¾	¼	4¾	3½	1½	3½	5½
25	¾	5¾	14½	3½	5	5	1¾	3	4¾	2	4½	8	5½	3½	4	7¾	13½	5¾	¾	3¾	3½	3½	2¼	4¼
26	1¾	5	15¼	3¼	2½	4½	5¼	9¾	6¼	5	6	8	9½	3¼	6½	1¼	6	5	5¾	11¾	3½	4	4½	4½
27	2½	6¼	17¼	1½	7½	5¼	2½	10¾	5	2	11	8½	7	3½	6	3½	12	5½	¾	4¼	3½	3¾	2	3¼
28	1½	9½	15	2½	16¼	4	1	5¼	3¾	3	7	7½	5¼	3	5	5½	11½	5½	1¼	3½	3½	2	3½	4
29	6½	14	15¼	3	19¾	4¾	4¾	11¼	5	4	13	8	7¼	3¼	6½	1	5	5¾	5¾	14½	3¾	7½	4½	4½
30	½	1	8½	4¼	14¼	6¼	1½	17¼	15¼	1	5½	8½	6¾	5	10¼	2¾	28½	6	1	4¾	2½	¾	4½	6¼
July 2	3¼	4	18	4½	13½	5	1	3¼	5½	5	5	9	16½	4¼	3½	5	17¼	5¾	½	4¼	4½	3	2	6
3	3¼	3½	15¾	3¾	17	3¾	6	13¾	5¼	4½	6	8½	7½	3½	3¼	1¼	9½	3	9¼	10	4½	5¼	4	4½
4	2½	5	17	4¼	15¾	5	1¾	6	3¾	2	5	8	8½	3½	6¾	5¾	11½	5½	¾	4¼	4	2½	3	4
5	2½	7	14½	2	16	5	1½	6½	3½	5	6½	8½	4	2½	7	4½	10½	5½	½	3½	3¾	4¾	5	4
6	5½	13	16	2	28¾	4¾	6¼	13	3	5	10½	8½	8¾	3¼	2¼	3¼	6½	3¼	8¼	11¾	4	8½	8½	4¼
8	½	1¼	9¼	2¾	6¼	4¾	5½	19¾	11	2	4	8	4¾	4	9½	4	18½	7	½	4¾	3½	2¾	5¼	5¾
9	2¾	4¼	14½	6½	8¾	4¼	2	6	3½	4	6	8	8½	3¾	2¾	3¼	13	5½	½	4½	3	1¾	3½	4½
10	4½	3¼	15	2	6½	3½	8	13¼	5	4	7½	9½	9¾	1¾	5	2	6½	5½	4¾	8¼	3½	6	3	4
11	1¼	3	17	2	7½	3¾	1½	5¾	3	2	7	8½	6½	3¾	4½	4½	9	5½	½	4¼	3	2¾	2¾	3¾
12	2¼	6¼	14¾	2¾	6½	3½	½	7	3	2½	10	8½	2¾	2¾	7	4	5	5½	¾	3¼	3¼	3¾	5	4
13	5¾	12¼	15	5¼	11¼	4¼	8¼	14½	3	6	10	9	4½	2¾	6	3	5¼	3½	5¾	9¾	3¾	7	6	4½
14	¾	1¼	8½	2¾	15	6	2	24¼	10½	2	3½	8½	2¾	3¼	10¾	5	18	6¼	½	5¼	3¼	1¼	4¾	6
16	2¼	8¼	15	2½	6¾	5¼	1¼	3½	3½	2½	4	8½	4¾	4¼	5	2¼	10½	6¼	½	5	3¼	1½	4	4
17	1½	7¼	14¾	1½	5¾	5	4½	15¼	5½	3	4½	8	6½	3¼	5¼	2½	5¼	4¾	6¾	8¾	3½	2¾	4½	4½
18	1½	5	16	3½	4½	4½	2¼	5¼	3¾	2	5	8	6¾	2½	4¾	7¼	10½	6	¾	4	3½	2½	3	4
19	1¾	7¼	14½	3¼	4	4	2	6¼	4¼	4	10	8	4½	3	5¾	1½	6	5	1	4	3½	5¼	3¾	4¼
20	6¼	12¼	14¾	3½	11	4½	3¾	14¾	3½	2	14½	8½	8	2½	4¾	5½	5¼	5	7½	8¾	4¼	5½	7½	4¼
21	1	1¼	8½	2¾	6½	5	1½	18¼	9½	3	2	8½	2¾	4	8¼	3	15½	6	½	4¾	3	1¾	5½	5¾
Total...	63¼	148	353½	77	261¼	113	79¼	264¾	141¼	78½	173	208½	161	83¾	147¼	92	276¾	135	64¾	156	88½	91¼	105¾	114¼

SIZES OF COLUMNS.—*Northern Echo*, length 22½ ins., width 2$\frac{3}{16}$ ins. *Sheffield Independent*, length 23 ins., width 2½ ins. *North Eastern Daily Gazette*, length 24 ins., width 2⅛ ins. *Daily Dispatch*, length 23 ins., width 2¼ ins. *Irish Independent*, length 22 ins., width 2¼ ins. *Northern Daily Telegraph*, front page, length 21 ins.; inside, length 22½ ins., width 2⅛ ins. *Yorkshire Telegraph and Star*, length front page, 21 ins., inside 23 ins., width 2⅛ ins.

Printed by W. H. SMITH & SON, THE ARDEN PRESS, Stamford Street, London, S.E., and published by the Proprietors, A. W. LIMITED, at Sardinia House, Kingsway, W.C.

THE BRITISH MARKET

A Guide and Directory for Overseas Advertisers

THE ADVERTISING WORLD

We shall be pleased to answer any queries addressed to us by American correspondents, and to furnish them with any exact information required. Detailed reports of the market conditions affecting particular commodities will be furnished to responsible enquirers. Replies of general interest will be published in this Supplement, others will be forwarded through the mail. Communications should be addressed to (Transatlantic) Information Bureau, THE ADVERTISING WORLD, *Sardinia House. Kingsway, London, W.C.*

Advertisements in this Supplement are censored by us; and statements made in them may therefore be accepted without reservation.

Telephone: 2269 *Holborn. Telegrams and Cables: "Adverwarld, London."*

TRANSATLANTIC TRADING

THERE will undoubtedly be a much freer interchange of commodities between Great Britain and the U.S.A. in the future than there has been in the past.

Manufacturers in many British industries who have hitherto paid little, if any, attention to the American market are now preparing to operate in it vigorously and systematically; and a large number of producers in the U.S.A. are similarly proposing to find a new outlet among British consumers.

The whole effect of wartime happenings has tended powerfully to disintegrate whatever barriers formerly existed between the two great English-speaking peoples. Indeed, in times to come, there will be no barriers important enough to be taken into account; unless, as is hardly conceivable, some of an artificial character are erected.

This wider freedom of intercourse is a consummation that will be welcomed by all except the incurably parochial-minded. It should

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make for greater efficiency and economy in production; it should also much reduce trading expenses by helping to regulate demand, and minimise selling costs by enabling a larger instead of smaller volume of trade to be dealt with by single headquarters organisations. Producers in both countries would be the better placed if they were under compulsion to concentrate their enegies in fields offering natural advantages to them, instead of expending them in competition with more favourably situated competitors; and consumers would benefit in being able to purchase goods manufactured under the conditions most conducive to high quality and low cost.

Therefore we welcome the growing inclination of British and American manufacturers to look upon the British and American markets as essentially one and not two. For a long time to come, no doubt, they will retain their superficial differences, which must be reckoned with; but these are minor matters, and the compensations and adjustments in material and methods they necessitate can easily be made.

We propose to do everything in our power to promote still closer commercial relations between the two countries than already exist by offering all possible assistance to such advertisers on either side of the Atlantic as propose to cross the water.

In this Supplement we shall confine ourselves to satisfying the desire for more precise information concerning the possibilities and peculiarities of the British market which, as we have ample evidence, is shown by a large number of American advertisers.

Some of these are already doing business in this country on a small scale, and are anxious to know whether prospects are favourable for an extension of their operations in the near future; others are entirely without practical experience of a market in which they would like to make an effort to establish themselves if there be any fair chance of success.

The questions they are most concerned to ask are: What will be the condition of the British market in the years immediately following the declaration of peace? Will it possess the material capacity to respond to the advertiser's appeal?

Answering these questions generally we express with all confidence our conviction that for many years after the war—unless the unbelievable should happen and hostilities end in a German triumph—the condition of the British market will be at least as healthy, from the advertiser's point of view, as it has ever been hitherto; and that no material incapacity in the purchasing power of the mass of people need be apprehended.

Sooner or later there will no doubt be a period of general depression caused by the unparalleled wastage of the war; but in all probability it will not come until peace has been re-established for a considerable number of years, and will almost certainly be far less severe than all but a few optimists seem to anticipate. The losses of the war have been beyond computation; but the power of recovery of the productive elements in the modern social organisation may be relied upon equally to outstrip calculation.

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ALL who have anything to do with THE PASSING SHOW keep smiling. Frankness, cleanliness and "guaranteed" advertising leave no cause for frowns.

ADVT. RATE £30 PER PAGE AND PRO RATA.

Philip Emanuel, Advertisement Manager.

ODHAMS LIMITED, 85-94 LONG ACRE, LONDON, W.C.2.

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We dare to prophesy that the greatest wonder of the war will be the speed and comparative ease with which its enormous material ravages will be repaired.

It is, of course, the simple truth that during the war the manual workers of Great Britain have found themselves in a position of unexampled prosperity. Their incomings—more especially if, as is fair, the family is taken as the wage-earning unit—have exceeded their outgoings by a much wider margin than at any previous period, notwithstanding the heavy advance in prices of all common necessities.

They have thus had, and still have, money to spend upon goods of a class and quality usually beyond their reach; and for the most part they have spent and are spending it. Only a minority utilise their increased earnings to create a financial reserve. The fact may be regrettable but it remains.

Consequently their prosperity is not confined to themselves, but is disseminated throughout the body politic. The only section of society that has suffered severe financial disability owing to the war has been that portion of the middle class which has found its small fixed income heavily discounted by the increased cost of living.

With this chief exception it is broadly correct to say that the purchasing power of British consumers is to-day greater, and not less, than it was before the war.

This visible prosperity is bound to continue long after the war has come to its close. The manufacture of munitions of war will no sooner cease to engage the industry of the nation than its energies will find the fullest employment in the work of reconstruction.

The work of reconstruction must be put in hand immediately the work of destruction is concluded. There will be no "dead" interval between the two.

That part of it which will occupy the early years of peacetime will not be hampered by financial difficulties, for it will begin to pay for itself as it is completed, and to provide a surplus to pay for further re-establishments.

In Great Britain the shipbuilding and engineering industries in all their ramifications will certainly be kept going to the full extent of their capacities for a long time to come: and when they are busy the whole country is prosperous. The great textile industries will also have to work at high pressure to supply the unsatisfied demands that have filled their offices with piles of waiting orders. For several years, at the most modest computation, their activity will only be limited by the supply of raw material.

An idea that the British market after the war will consist of a collection of financially disabled consumers can only be justified by leaving out of account all the ruling facts of the situation. It will on the contrary represent, for all commodities other than what may be called super-luxuries, a purchasing power a good deal. perhaps a great deal, in excess of the highest of its old-time standards.

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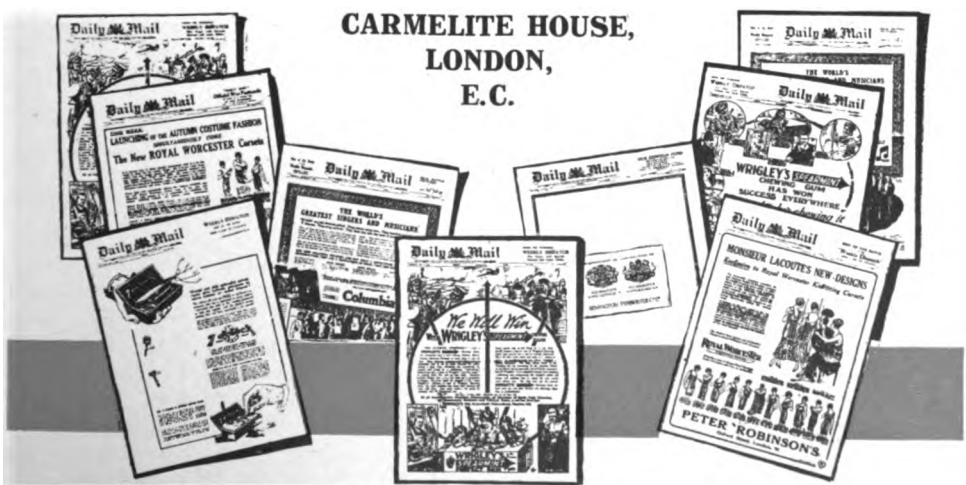
The Big Gun in Advertising is

THE DAILY MAIL

which has been the dominant factor in every successful campaign designed to introduce American goods into the British Market during the past ten years.

In marketing the O-Cedar Mop in the British Isles, The Channell Chemical Company made "The Daily Mail" the "big gun" in their preliminary and successive campaigns and they paid generous tribute to its effectiveness.



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PREPARING FOR THE FUTURE

Chiefly concerning the policy and functions of the new American Chamber of Commerce in London—being the record of an interview with Mr. George M. Cassatt, its President.

SINCE THE formation of the American Chamber of Commerce in London is a new and very potential fact in Anglo-American trade relations, and must therefore have a powerful, though indirect, effect upon a vast volume of advertising, the "A. W." took an early opportunity of discovering something about its policy and programme from Mr. G. M. Cassatt, the European manager of the Remington Typewriter Co., and its first president.

"You may take it," Mr. Cassatt told us, "that this new Chamber of Commerce is one result of a recognition by Americans doing business in the British market that events have brought them up against a new proposition.

The New Conditions.

"Whether the new conditions prove to be more or less favourable than the old, they will require to be studied with the closest attention in the interests of the traders affected by them. The possession of exact, detailed and reliable information relating to the British market as it will be constituted after the war will be a first essential to successful commercial operation in it.

"It will be all the more important in that during what is likely to be a protracted settling-down period all sorts of experiments, alterations, adjustments and readjustments will of necessity be made at very frequent intervals, and the market will consequently present a series of changes bewildering to all but the well-informed.

"To gather, collate and disseminate such information as is here suggested will be one of the principal functions of the new Chamber; which will also endeavour to furnish such explanations and commentaries on the facts as may render clear their significance.

"Of course, the principal business of a Chamber of Commerce is commercial business; but we propose to take the widest and not the narrowest views as to the scope of our activities.

"Our first duty will naturally be towards our own members and the special interests they represent; that is, in effect, towards the whole body of American traders and the whole bulk of American trading in this country. But we believe that in thus doing our own work in our own way we can do much to bring the two great English-speaking peoples into closer relations.

"We believe that this can be done, perhaps, more effectually by making commercial intercourse easy and unrestrained, by the timely application of lubricants at frictional points, and by considering the interests of both parties to Transatlantic trade, than in any other manner.

"To do what we can in this direction is a great part of the task we have set ourselves; and it is a task far too big and potential to permit us to turn aside from it to do temporary service to purely private or sectional interests. We are not merely a protection society of individual American traders. We shall render them most valuable service all the time; but we shall never lose sight of the fact that we can best serve their permanent interests by trying to improve the whole morale and machinery of Anglo-American trade.

Ideals and Ambitions.

"Our ideals and ambitions are, at least, as we consider, eminently practical; but they certainly go far beyond the concerns of the immediate future or of individual members. We shall begin to be useful at once, to our American members, our associate members among British business men, and through them to all; but we shall

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SPECIALISED ADVERTISING

THE exigencies of the war have been responsible for a large amount of what may be termed "Specialised" Advertising. The "Ubel" Sprayer Advertising is an example of this. The Government's insistence on the need for spraying potatoes, emphasised by newspapers throughout the country, was a signal for the United Brassfounders & Engineers, Ltd.—the largest manufacturers of spraying machines—to get busy. They got in touch with a firm of leading agents, who arranged for a practical demonstration of the merits of their machines at Birmingham, at which the Editors of all the principal agricultural and allied publications were present. Numerous illustrated notices resulted, after which an extensive advertising campaign was embarked on with phenomenal success. The agency entrusted with the advertising has several similar successes to its credit since the war started.

The following is a copy of a letter from the advertisers to the agents:

UNITED BRASSFOUNDERS & ENGINEERS, LIMITED.

Head Office:
Empress Foundry, Cornbrook, Manchester,

August 16th, 1917.

Messrs. W. L. Erwood, Ltd.,
International Advertising Agents,
30, 31 and 32, Fleet Street,
London, E.C.4.

Dear Sirs,

We feel that we ought to thank you for your splendid handling of the "UBEL" Sprayer Advertising Campaign, the results from which have far exceeded our expectations.

Your knowledge of detail, markets, media and copy have been instrumental in bringing in such a flow of orders that our very extensive works are being taxed to their utmost capacity to cope with them.

Your forethought in arranging for a practical Demonstration of the utility of our machines to Agricultural Journalists and Experts has proved of great value to us, and the information you have given us with regard to Foreign Markets will undoubtedly enable us to greatly increase our Overseas Trade in the near future.

Once again, please accept our sincere thanks.

Yours truly,
United Brassfounders & Engineers, Ltd.
(Signed) C. P. Newman,
Jt. Managing Director.

Relief Fund, War Charity, Recruiting, etc., Advertisements may be classed as "Specialised" Advertising. [ADVT.]

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always be building with an eye as much to the possibilities of the future as to the needs of the present."

"Your immediate task is to prepare for a big outbreak of commercial activity after the war?" we suggested.

Mr. Cassatt signified a general agreement. "But," he added, "I am not going to be so foolish as to attempt to prophesy about 'trade after the war,' in Great Britain, the U.S.A. or any other country. After-war trade will be conditioned by too many at present unknown quantities; chief among them being the length of time the war will last. If I knew that I might hazard an opinion or two; but I must confess to being without a reasonable idea on the subject at the present time.

"As an American I naturally refuse to believe that the war will end with other than an effectual victory for the principles which we, with the rest of the world's democracies, are fighting for. That is a matter of faith, not of prophecy.

"It seems, however, tolerably safe to say that the tendency of all the future that even a lively imagination can perceive will be towards the establishment of ever closer relations between the United States of America and Great Britain. The mere growth in speed, convenience and cheapness of transit facilities between the two countries must make a union based on a common language, common ideals and common traditions more and more evident and effective. The spiritual impulse given by the efforts and sacrifices they are making as comrades in the world-war can hardly do other than break down the barriers, flimsy enough after all, which have for so long in a measure divided them.

"Thus in the future there will be a more secure foundation for free Transatlantic trade intercourse than has ever hitherto existed. It is on that foundation that our new Chamber will set to work.

[By courtesy of "The Ladies' Field"

MR. G. M. CASSATT

"I do not mean to suggest that as soon as ever peace is concluded every difficulty affecting trade relations between the U.S.A. and Great Britain will vanish; quite the contrary.

"Financial troubles caused by the inconceivable outpouring of unproductive expenditure during war time, and the equally incredible destruction of wealth in property, are bound to arise. For a long time to come, too, a lack of adequate transportation facilities, both on sea and land, will operate to the detriment of trade. The

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Sunday Times

The Leading Penny Sunday Paper with the Latest Reliable News.

It deals authoritatively with all matters of public interest. Its staff of special writers include many eminent men.

Its columns are used regularly by the most discriminating advertisers among the West End Retail Shops and Stores.

Its Advertising rates are extremely moderate.

Ask your Agent about the Sunday Times.

It is *the* medium to reach the Sunday Reading Public.

ADVERTISE

IN THE

Sunday Times

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thousand and one problems arising from the demobilisation of millions upon millions of soldiers and their transformation into productive workers may baffle successful solution until, for a time, half the markets of the world are disastrously disorganised.

"All these things *may* be: and the danger that they *will* be is increased with every month that the war is prolonged.

"I admit so much because I would not have myself, or the Chamber which for the time I am privileged to represent, accused of a wilfully unseeing optimism; but none the less it is my conviction, and, I think, of most of my fellow members, that the brighter and not the darker view of the future will prove the true one.

"We believe that success will wait upon courage and confidence rather than upon caution and distrust. No danger is likely to be greater than that of a determination to play for perfect safety. While it is true that no risk should ever be taken that can be avoided by the acquisition of all obtainable information and by a careful balancing of the chances, it is not less true that the trader who is unwilling to move until he can do so without any risk at all had better go out of business right away.

HELPING TRANSATLANTIC TRADES.

"The American Chamber of Commerce by acting as an alert intelligence department will give Transatlantic traders the best possible opportunity for successful trading whatever after-war conditions may be; but it cannot pretend to guarantee the success which they must always mainly owe to their own initiative, tenacity, and understanding.

"In one respect, as I have already hinted, the Chamber should be able considerably to ease the conditions of Transatlantic trading. It sets up an unofficial diplomatic agency by which the various problems affecting trade between the U.S.A. and Great Britain can be dealt with as they arise, by the people most concerned, before they leave the area of open discussion and become entangled in red tape and crystallised into regulations.

OUR POLICY.

"Our policy being as broad-based and farsighted as it is, we shall be able to work in the most complete unison with all the British trade organisations that from the various points of approach are aiming at the same goal as our own.

"And I may observe that while, as our name implies, our particular concern will be with Americans trading in British markets, we shall always make it part of our business to assist British traders operating or intending to operate in the U.S.A. We are not organising to promote an invasion, but to facilitate interchange.

"Even in normal times we might fairly have claimed that we 'filled a long felt want': in existing circumstances we seem to me to be an obvious response to a very urgent necessity."

N.B.

WE particularly direct the attention of our American readers to the service that can be rendered them by THE ADVERTISING WORLD *Information Bureau.*

They may be assured that whatever advice or information it offers is given by an absolutely independent authority, and is not influenced by a regard for any interest other than that of the enquirer.

Everything the advertiser requires to know about the British market and the most practically useful methods of operating in it we are in a position to supply to responsible applicants.

The A. W. Information Bureau,
Sardinia House, Kingsway, W.C.2.

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GENERAL

LEADS

OUR ADVERTISERS INCLUDE

HEINZ
VASELINE
WRIGLEY
SAPOLIO
MENNEN
O-CEDAR

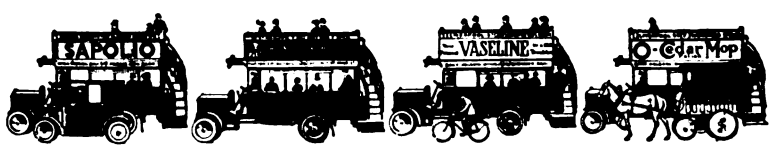
They also lead
and have
made good.

Who follows?

INCLUDE THE MOTOR-BUS IN YOUR NEXT ADVERTISING CAMPAIGN FOR LONDON

FOR RATES AND PARTICULARS APPLY TO

THE ADVERTISING MANAGER,
LONDON GENERAL OMNIBUS CO., LTD.,
ELECTRIC RAILWAY HOUSE,
BROADWAY, WESTMINSTER,
LONDON, S.W.1.



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MARKET POINTERS

Items of Interest and Answers to Correspondents

DISTRIBUTION FIRST.

Of the American advertisers who have tried and failed to effect an entry into the British market, the majority have "gone down" because they were not sufficiently careful to secure effective distribution of the goods advertised. It is of no use advertising an article in these islands, at all events, unless it is perfectly easy to obtain. We are accustomed to get nearly everything we require at some shop which, if not exactly just round the corner, is within very short range. If we ask for, to us, a new-branded article that is not stocked we buy a similar article of another brand, and probably forget all about the novelty before we purchase anything of the same kind again. We are ready enough to respond to the American advertiser's invitation, if it be couched in language we understand, but we expect him to be in when we call.

EDUCATION AND SALESMANSHIP.

Another mistake that has been made many times by American advertisers is to assume that Britishers are necessarily ready to become consumers of a certain kind of commodity because it happens to be in great demand in the U.S.A. Falling into this error they have started advertising intended to sell the goods when they ought to have made a beginning by advertising designed to create a habit. Special education has often to come before direct salesmanship.

A famous American brand of canned soups was advertised intensively in a Mid-England area, where the stock-pot habit has been firmly established since the Norman Conquest or thereabouts. The advertisers courageously spent thousands of pounds in endeavouring to sell their soups in this most unfortunately chosen area. They had to cut their loss and get out, because they had tried to sell something for which not the smallest demand existed, instead of advertising to create the demand. Had they set themselves to educate the people to whom they appealed out of the stock-pot habit and into the canned soup habit they would very probably have succeeded even in the particularly unfavourable field they selected for their adventure: they would certainly have done so in many other parts of England.

A SMALL DISTINCTION WITH A BIG DIFFERENCE.

It may save a certain amount of confusion if we point out that in the British advertising business a distinction is made between "advertising manager" and "advertisement manager." The distinction is no doubt arbitrary, but we have found it convenient to know that the label "advertising manager" implies that the wearer manages the publicity department of an advertiser, while "advertisement manager" describes one who manages the advertisement department of a newspaper or other publication. The terms are here generally used in these special acceptations; and Americans operating in this country may avoid some mistaken impressions by bearing this in mind.

"I see that this is indeed the centre of the world—not of England, or the Empire, but of the whole world—that you attract to your streets and your people visitors from every quarter of the globe, in such numbers and with such wealth as no other city can show. I see also that you have an enormous population—twice as great as New York—and that, within a twenty-miles radius of this very chair upon which I am sitting, there are ten millions of people, and that by means of your newspapers those ten millions can be talked to every day."

Mr. H. Gordon Selfridge on "Coming to London." — THE ADVERTISING WORLD, February, 1909.

THE LONDON AREA.

The advertisers who decide to concentrate upon the London area often have no more than the haziest idea of its extent and of the very various markets it contains. It extends far beyond the limits assigned even by the most generous to Greater London itself, that vast circle of suburbs surrounding the ancient city. For fifty miles or so in all directions from the centre, after the more densely populated suburban districts have been left behind, one passes through a countryside more or less thickly sprinkled with the villas of well-to-do folk all of whom are strictly dependent on the metropolis whether on business or pleasure bent. Brighton and Eastbourne, with many other seaside towns on the South Coast, Herne Bay, Westgate, Southend and other towns along the coast where the Thames Estuary broadens to the sea, St. Albans, Hertford and even Bedford, Reading, Dorking, Guildford, Redhill, and a host of considerable inland towns, north, west and south, are all more or less—and mostly more—suburbs of London.

A large proportion of the business men among their inhabitants go to "the City" every day to conduct their affairs; their wives and daughters go to "the West-End" to do their shopping; and the whole family patronises London musical, theatrical, and variety entertainments. They read London news-

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An intimate knowledge of the British Market

THE after-war opportunities open to American enterprise in the markets of Great Britain and the Empire are almost limitless. But the establishment of goodwill in these markets is a matter for the ripe experience of a British firm with an intimate knowledge of British, Foreign and Colonial markets.

Over one hundred years of such experience is the basis of our claim to serve American manufacturers. But we go further; for our offer of service embraces

full co-operation in America

through the medium of our Associate U.S.A. House, J. Roland Kay Co., Conway Building, Chicago. This branch of our organisation, in common with the London head office, has for many years specialised in International Advertising, and acts for many U.S.A. Manufacturers who, under their direction, have made for their products a world-wide reputation. Consultation and service in either London or Chicago is equally at the disposal of the manufacturer who seeks it.

JOHN HADDON & CO.

INTERNATIONAL ADVERTISING

Established in the City of London 1814

SALISBURY SQUARE, LONDON, E.C.4

And at *CAPETOWN, SYDNEY, BUENOS AIRES*

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papers—not only the morning papers, which circulate all over the country, but the evening papers, which within their wide area are localised—they travel on the London "Underground," in "the tubes," and by the 'buses, they perambulate the London streets: and so they necessarily come into contact with London advertising, and are influenced by it as much as those residing only a mile or two from the centre.

Huge as is the population of London and its connected suburbs, it is only a part of the constituency to which the advertiser is able to appeal through strictly London media; and the extra-suburban portion not only adds to the variety of commodities that may be sold by a London advertising campaign, but also very largely to the purchasing power of the whole area, for its population is relatively of exceptional financial strength.

THE AMERICAN CHAMBER OF COMMERCE IN LONDON.

The officers of the new American Chamber of Commerce in London are as follows:—

President—G. M. Cassatt, Director for Europe of the Remington Typewriter Company, Limited.

First Vice-President—Wilson Cross, Director of the Vacuum Oil Company, Limited.

Second Vice-President—R. H. Cabell, Managing-Director of Armour and Co., Ltd.

Hon. Treasurer—Robert Grant, jun., partner in Higginson and Co.

Hon. Secretary—J. E. Dunning, European Representative of the National City Bank of New York.

Director Ex-Officio—The Counsellor of the American Embassy.

Consulting Director—The American Consul-General.

The Board of Directors consists of the following gentlemen:

W. Sloane Accles, Niles-Bement-Pond Co.
R. M. Collins, Associated Press.
Paul E. Derrick, Paul E. Derrick Advertising Agency, Ltd.
F. E. Drake, United States Rubber Company.
J. Grant Forbes, American International Corporation.
Clarence Graff, Pynchon and Co.
Charles S. Hall, Swift Beef Co., Ltd.
Howard S. Harrington, Harrington, Bigham and Englar.
Frank Wyman Libby, Willys-Overland, Ltd.
John Blair MacAfee, MacAfee and Co., Ltd.
George A. Mower, Sturtevant Engineering Co., Ltd.
Louis Morgan Porter, Bush Terminal Co.
F. E. Powell, Anglo-American Oil Co., Ltd.
R. P. C. Sanderson, Baldwin Locomotive Works.
Henry W. Thornton, Great Eastern Railway.
F. C. Van Duzer, S. R. Van Duzer and Son.

Bankers—Guaranty Trust Company of New York.

Secretary—J. Tuck Sherman.

Temporary Offices—3, Lombard Street, E.C.3.

Among the Honorary Members are:

His Excellency the Hon. Walter Hines Page, American Ambassador to Great Britain.
Mr. Irwin Laughlin, the Counsellor of the American Embassy.

Advertising in the British Isles.

THE HULTON GROUP
OF NEWSPAPERS.

HULTONS, of LONDON and MANCHESTER, can claim a greater output of Newspapers than any other office in the British Isles.

CIRCULATION PER ISSUE **5** MILLIONS.

Newspapers are admittedly the most effective media for this country—it is small enough to be covered **thoroughly** by them.

No advertising scheme for publicity in the British Isles is complete without some or all of the Hulton group, comprising, as it does, Daily and Weekly Picture Newspapers, and Morning, Evening, and Sunday Newspapers. The publishing centres are the richest and most densely populated in the Kingdom. Flat Rates throughout to stated circulations. There is something wrong with the bureau or agency that does not advocate the use of the Hulton Publications.

E. HULTON & Co., Ltd., 46, Shoe Lane, E.C.4, London, England. Withy Grove, Manchester.

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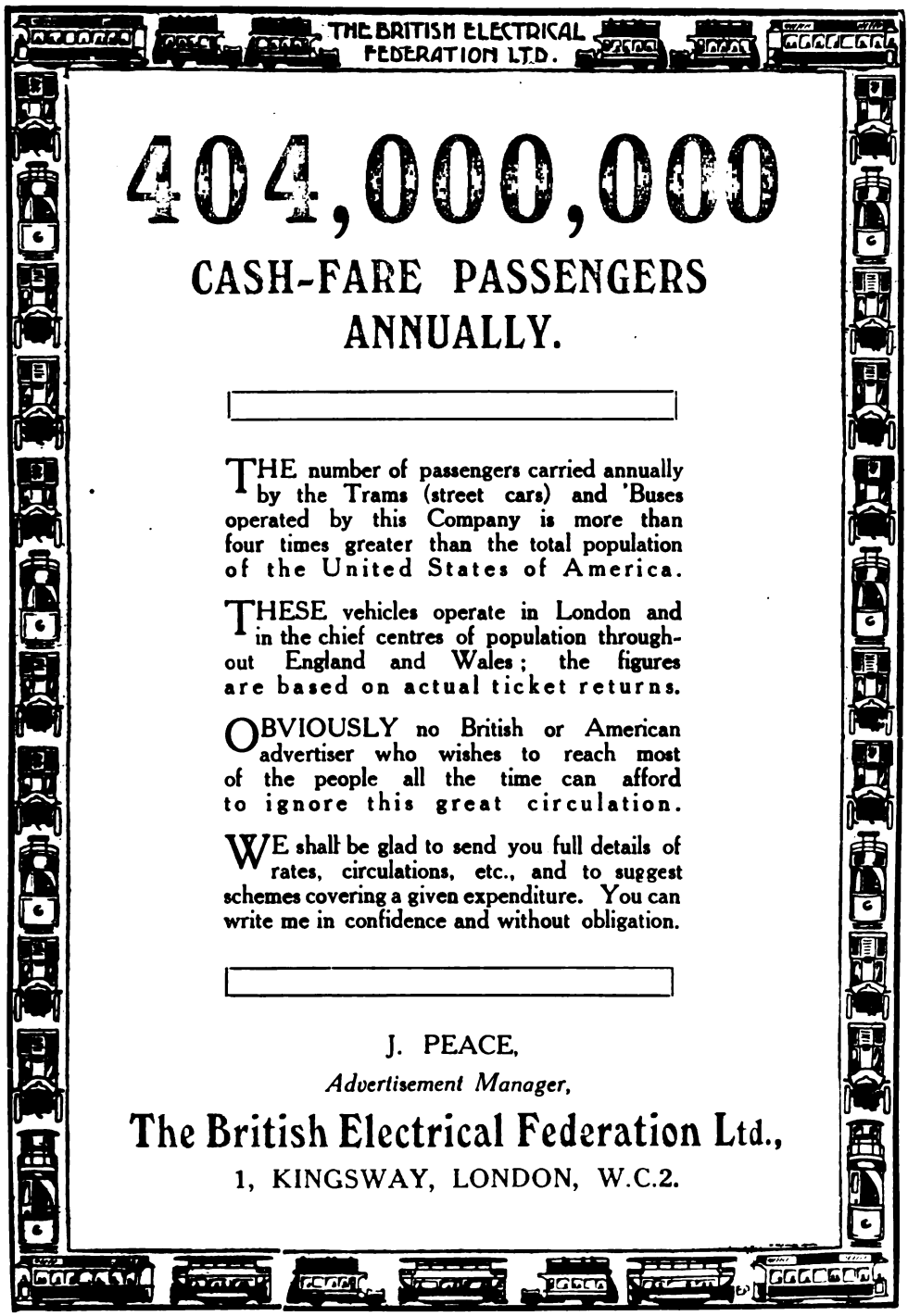

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The Hon. Robert P. Skinner, American Consul-General in London.

THE CONSUMERS' ATTITUDE.

The British public is far more responsive to advertising to-day that it ever was before; but it is still considerably harder to impress than the major portion of the American. A great number of people retain in their attitude towards advertising something of the suspicion very naturally bred by the old-time methods of the bulk of advertisers. Consequently they need to be addressed with a great deal of tact and a certain amount of reserve. The enthusiasm of the salesman who has a fervent faith in the merits of his goods must not be expressed with undue emphasis, or what he has to say will be heavily discounted by his readers. Understatement is less dangerous than overstatement.

Women are much more accessible to advertising than men. They like to enter into an examination of the claims of rival traders and to institute detailed comparisons of the qualities and values of goods offered to them. They are always ready to listen to a new proposition, if it promises better than the old one. "Shopping" in all its phases, of which advertisement reading is not the least, is to them a pleasurable occupation. It needs no subtle lure to bring them to the feast spread for them by the advertiser, they will respond to the simplest invitation. Any reasonably intelligent advertising addressed to women, whatever its nature, is sure to receive consideration. Since women represent the executive and spending department of the domestic organisation the greater number of advertisers may, therefore, operate under the most favourable conditions.

Men are not so well disposed towards advertisers. Shopping is an unmitigated bore to most of them, and they will not be bothered with it, in any shape, more than is absolutely necessary. Moreover they are apt to be extremely conservative in their personal habits. If a certain brand of commodity has once commended itself to them they will stick to it and swear by it long after numberless improved varieties are available. This makes their custom exceedingly valuable once it is obtained, but makes it proportionately hard to get.

"*In renewing our subscription we must express our sincere appreciation and interest that we take in the contents of your publication. and though we are subscribers to numerous trade papers and many advertising publications we certainly think that* THE ADVERTISING WORLD *caps them all. We devour the contents from page to page, as well as the advertisements, because they are all well written.*"—FRANK GOLDBERG, Wellington, New Zealand.

THE GRAPHIC

ALL the advantages that can be offered by a medium enjoying an unequalled prestige in its own field and circulating among well-to-do British folk the world over are at the disposal of advertisers in "The Graphic."

It is a popular feature of the reading room in every club and hotel of importance throughout the British Empire. Every officers' mess subscribes for a copy, and there is scarcely a town mansion or country house to which it does not go regularly week by week. It is the home pictorial newspaper most generally sent to Britishers abroad.

DOES this suggest the class of publicity you wish to secure?

Send for further particulars to
GEORGE SPARKES,
Advertisement Manager,
TALLIS - TALLIS STREET,
HOUSE - LONDON, E.C.4.

Printed by W. H. SMITH & SON, THE ARDEN PRESS, Stamford Street, London, S.E., and published by the Proprietors, A. W., LIMITED, at Sardinia House, Kingsway, W.C.

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The ADVERTISING WORLD

SEPT. 1917 PRICE 1/-

JUST A FEW SPACES AT THE BACK END

THE fellow who comes up puffing and blowing just a minute before the train starts may be cutting it fine—but he gets a seat. Wherein he's considerably luckier than the fellow who comes up a minute after and gets left.

It's cutting it fine to set about getting into "Punch's" Autumn Issues now, but there is still some space at the back end of 1917 for those who come along with a sprint.

"Punch's" readers clearly appreciate the best, they are plainly people of taste and undoubtedly have money. Therefore sprint into "Punch" without delay.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E.C.4

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North and East Lancashire is a thickly populated industrial territory, whose energetic and prosperous people possess a wage-earning capacity unsurpassed by the people of any other part of the country.

This territory is the circulation area of the

"NORTHERN DAILY TELEGRAPH,"

which not only covers the entire ground, but throughout the central area (North-East Lancashire) has a larger net sale than the combined net sales of all other daily or weekly newspapers.

North and East Lancashire and the "TELEGRAPH" provide a notable example of desirable territory fully covered by a single medium—a combination not frequently obtaining, but when met with affording most valuable publicity.

"TELEGRAPH" publicity is efficient service.

Head Office :
BLACKBURN

London Office :
85 FLEET STREET

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John Lee Mahin's

latest contribution to the literature of advertising contains the accumulated experience of 20 years of successful work for National Advertisers.

The New York GLOBE says of it:

"John Lee Mahin knows as much about Advertising as any man in America. Also what he knows is so, and he can tell it understandingly."

GEORGE FRENCH, author of many business books, says:

"It gets down to real business of doing advertising, and gives facts and figures, formulæ and methods I think it is the best book of its kind that I have ever seen."

The A.A. Clubs of the World

expressed their opinion of it by publishing it.

The ADVERTISING WORLD

will send a copy to any advertiser in Britain or the Overseas Dominions, post free, for **10/-**

GOOD BLOCKS

Designs & Drawings

for Catalogues · Booklets Souvenirs · Book-Illustration · Box-tops · Labels Cartons · Covers · Letter-Heads

GARRATT & ATKINSON

Artists & Blockmakers ESTAB 1854

Warwick Works EALING

London W.5

An Exceptional Opportunity to Secure the Right Man.

Any British or American Manufacturer who would care to enter into negotiations with a view to the appointment of a sole managing representative in the Australian market is invited to communicate with

"W.A.," c/o The Editor,

The Advertising World,

Sardinia House, LONDON, W.C.2.

In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office

SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.

PRESS ETCHING CO., LTD.

12 WINE OFFICE COURT, FLEET ST., LONDON, E.C.

Telephones: Holborn 2907-8.

Telegrams: "Collotype, London."

A

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The A.W. Professional Bureau

The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters :
The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone : HOLBORN 2269

These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.

SITUATIONS WANTED.

Advertisement Manager. (B 36)
Experienced man over military age would take outside representation or position as manager and office organiser of publication or advertising firm. Splendid references. £350 or close offer.

Advertisement Manager. (B. 37)
Ten years with a large London store; five years advertising expert with well-known agency. Over military age. £250–£300. Can commence new duties at once.

Advertisement Canvasser. (B. 38)
Thoroughly experienced. Good connection, free now. Part salary and commission on results. Over military age.

Advertisement and Sales Manager (B. 35)
Has had full control of large advertising appropriation over a period of nine years. Greatly experienced in dealing with selling staffs and outdoor representatives. Competent organiser. Fully qualified to take control of entire office staff. Age 30. Married. £400.

Technical Copywriter. (B. 40)
Lay-out and design of advertisements for the technical press in the electrical trade, writing of descriptive paragraphs of new apparatus for insertion in the technical papers, etc. Lay-out and copy of advertisements for all sections of retail trade, booklets, folders, mailing cards, sales literature, etc. Experienced in ordering blocks, instructing artists, and correcting proofs. Age 36. Salary £4. Ineligible.

Copywriter (B. 34)
Thoroughly experienced copy and layout man is open to accept responsible position in Midlands, Birmingham preferred.

Part Time Copywriter. (B. 41)
Experienced advertising man requires work. Capable of turning out good forceful copy at short notice.

As Advertising Manager, or Manager of Mail Order House. (B. 39)
Able prepare effective advertisements and write forceful selling form-letters, besides giving the personal touch that tells—and sells—in individual correspondence. Experience in subscription book-selling and as journalist. Expert lecturer and writer on Salesmanship. Free at short notice.

Spare Time Service.
An experienced advertising man is prepared to handle in spare time the advertising of a firm requiring distinctive announcements backed by sound business methods. Can undertake every detail of advertisement production. Box, "Spare Time," c/o ADVERTISING WORLD, Sardinia House, Kingsway, W.C.

SITUATIONS VACANT.

Provincial Service House
have a good opening for lay-out and registration man or woman. Apply "Service," ADVERTISING WORLD, Sardinia House, Kingsway, W.C.

A Large Agency
requires the services of competent copywriters for temporary employment, which may lead to a permanency. Box, "Agency," c/o ADVERTISING WORLD, Sardinia House, Kingsway, W.C.

A London Service Agency & Studio
require the services of a copywriter and lay-out man, who must have had some agency experience. Box, "Studio," c/o ADVERTISING WORLD, Sardinia House, Kingsway, W.C.

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"BARGAINS" UNLIMITED.

500,000 Catalogue Envelopes, sizes up to 14 × 12, One Million Business Envelopes from 5/9 1,000, 500 000 Official Envelopes, 2 Ton Brown Paper, 1,000 Reams Typing, 50 Gross Shorthand Books, Blotting, Pencils, Scribbling, Letter Pads, Wages Bags, &c.

WRITE, STATING PLAINLY YOUR REQUIREMENTS TO—

DAVY HAMMOND, COULSDON, SURREY. ESTABLISHED 56 YEARS.

WEST AFRICA

MUST PATRONISE YOU IF YOU PATRONISE

The West African Advertising Agency

Head Office: Freetown, Sierra Leone.

We accept contracts for posting Posters and Bills, distribution of Catalogues, Pamphlets, Circulars, etc.; insertion of "Ads." composition, Screen halftones (blocks), Matrices, Unmounted Electros (cliches), Linotype blocks, News interlineations, etc., throughout the Colonies in British West Africa, and also in the Liberian Republic.

RATE CARD POST FREE ON APPLICATION.

Indian & Colonial Advertising

Expert Advice from Personal knowledge of Markets and 60 years' experience.

WRITE FOR PARTICULARS.

D. J. KEYMER & CO.

9 WHITEFRIARS STREET, LONDON.

Telephone No.: 5310 Holborn.

ADVERTISING COUNSEL

BADGES

SATIN FLAGS : SOUVENIRS

Designs and Estimates submitted free for any kind of Metal or Enamelled Badges, Silver and Gold Medals, Souvenirs, etc., etc.

OUR DESIGNS & VALUE ALWAYS THE BEST

THOMAS FATTORINI

Badge Manufacturer, BOLTON

ALSO AT BIRMINGHAM, LONDON AND SKIPTON

Permonise

your advertising display matter, showcards, note cases, perpetual calendars.

Send us specimens of your advertising display matter — we will gladly show how Permonising will make them look better and cut your costs.

Address your letter to Stanley V. Machin

THE PERMO COMPANY

London Road, Beddington Corner, Mitcham, Surrey

Telephone - - - Mitcham 832

BOUND VOLUMES OF THE *Advertising World*

Strongly and handsomely bound in crimson cloth boards, per volume (post free) 7/6

Monthly 6d. 600 pages

THE LONDON TIME-TABLE AND RED RAIL GUIDE (ABC)

FITS THE POCKET IN SIZE AND PRICE

Monthly 6d. 600 pages

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

Special Features:—Steamship Guide, Buyers' Guide, 'Bus and Tram Services, Entertainment Guide, London Stores, Hotels, Golf Clubs, Racing Fixtures, etc.

General Offices: Hampden House, 3 Kingsway, London, W.C.

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The A.W. Information Bureau

This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.

Note These Two Simple Rules.

(1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).

(2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

SOME OF THE ENQUIRIES ANSWERED THIS MONTH.

FROM A MANUFACTURING COMPANY.

Can you find us an artist to carry out work from sketches and ideas for Press advertisements, booklet covers, etc. ?

FROM AN ADVERTISING FIRM.

We have a large stock of printed regimental badges, crests, etc. Can you help us to find a market for these ?

FROM A DRAPERY HOUSE.

We shall be very glad if you will kindly inform us where we can obtain specially prepared scrap books for pasting advertisements.

FROM AN ADVERTISING AGENT.

Will you be good enough to supply us with the names and addresses of the President and Advertisement Manager of the following list of American advertisers ? Also a list of printers who specialise in blotters for advertising purposes ?

FROM AN ADVERTISEMENT MANAGER.

We note that ——— Cycle Company are quoting very much lower figures for cycles in their advertisements than most of the leading firms. Are their products of good quality and value, and should we be justified in carrying their advertisements ?

FROM AN IRISH ADVERTISING FIRM.

Can you oblige us with the name of some artist in London who could prepare sketches ?

DAILY DISPATCH

The greatest publicity force in the provinces. Circulation five to six times that of any other morning newspaper on its ground—a district of enormous industry, wealth and population.

46, Shoe Lane, E.C.4.

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Some of the Enquiries answered this Month —*continued.*

FROM ONE OF THE LARGEST INTERNATIONAL ADVERTISERS.

Please furnish us with a list of makers of enamelled iron show-signs.

FROM A PROVINCIAL SUBSCRIBER.

Can you refer me to any firm making enamelled show-cards similar to those of the —— Company, with whom I am acquainted ?

FROM A PROVINCIAL AGENT.

Can you please tell me how I can obtain a list of all those officials (zemstvos, etc.) in Russia who are responsible for the construction and maintenance of the roads throughout Russia and who correspond to the English Council or Urban District Highway Surveyor ? Also I need a similar list for France. If you can supply this information to me I shall be much obliged.

Also I am requiring lists of dock and harbour engineers and railway engineers—i.e., constructional—in both France and Russia.

The Commercial Intelligence Department of the Board of Trade are without information on the matter.

(THE ADVERTISING WORLD Information Bureau was able to supply the required information.)

FROM A MONTHLY PUBLICATION.

Could you tell us anything about Messrs. ——— ? We have had a series of advertisements from them, but have not had any payments yet.

FROM AN ADVERTISING PROVINCIAL MANUFACTURER.

Are you able to tell us of a firm which can make a copy of our trade mark as attached either from composition or china ?

FROM A WELL-KNOWN CANDLE COMPANY.

We have a drawing here sent us some few years ago by Mr. L. M. Hunter. Can you oblige us by ascertaining his present address ?

FROM ONE OF OUR ADVERTISERS.

Some years ago an advertisement appeared, we believe for a whisky known as Cabinet Whisky, which showed a group of the Cabinet with Campbell-Bannermann and others. Would it be possible for us to obtain a reproduction of this anywhere ?

A GOOD SIGN.

IT is a good sign when a business is advertised by a good sign. It shows that behind it are alive and alert directors ; it points to understanding and enterprise.

A good sign is a hall-mark of commercial quality ; you will not find one connected with an out-of-date or ill-conducted business undertaking.

We can give you a good sign. Our experience in this field is unrivalled, and we *know* what is the right thing for any given proposition.

Let us submit proofs of our ingenuity and ability to serve you. We make no charge for suggestions.

J. OLDHAM,

with which is Incorporated GAWTHORP'S LTD.,

: SIGN ADVERTISING SPECIALIST :

Foot of YORK ROAD, LEEDS

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The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

SEPTEMBER, 1917

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"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. to places in British Possessions and 12s. to foreign countries; single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

ADVERTISEMENT RATES can be obtained upon application to the Manager. FORMES CLOSE FOR PRESS on the 30th of each month.

SARDINIA HOUSE, KINGSWAY, LONDON, W.C.

Registered Tel. Address: ADVERWARLD, HOLB. LONDON. 'PHONE: 2269 HOLBORN Cables: ADVERWARLD, LONDON

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AS SOLE AGENT

for the posters on the vans and motors of

CARTER PATERSON & CO., LTD.
PICKFORDS (London and Suburban)
LONDON PARCELS DELIVERY CO., Ltd.
BEANS EXPRESS, LTD.
(London and Suburban Service)

I can offer the best spaces available for the moving poster advertiser. I can supply and post large posters on some of these other well-known vehicles.

Write for particulars of spaces vacant :

J. WEINER,

32 SHAFTESBURY AVENUE, LONDON, W.1.

Telephone : 1128 Gerrard. Telegrams : "Lithoprint, Piccy, London."

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Charles Frederick Higham

AUTHOR OF 'SCIENTIFIC DISTRIBUTION'
Which Explains the Science of 'Making Known'
OBTAINABLE OF ALL BOOKSELLERS

'THE TIMES'
'A study marked by breadth and ability'

'THE WORLD'S WORK'
'The best and most thoughtful essay on Modern Advertising'

ARNOLD WHITE in 'THE REFEREE'
'A Great Book. I read and re-read it with deep interest'

'TRUTH'
'No one can read it without pleasure and profit'

'THE DAILY EXPRESS'
'A book which every man with a soul in his work should read'

NISBET & CO., LTD.

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SIR A K. YAPP, K.B.E.

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VOL. XXXII. NO. 3 SEPTEMBER, 1917

ANGLO-AMERICAN TRADE

THE appearance of our first "British Market Bulletin" for American advertisers has brought us several indignant remonstrances. It is said that we are inviting American competition into the British field—which is precisely what we are doing.

We do not believe that American competition in British home markets would do our manufacturers or merchants any harm; but, on the contrary, are of opinion that it would have an inspiring and stimulating effect upon them.

For a long time we have been endeavouring to induce British manufacturers to operate more vigorously overseas, more especially in the U.S.A. A large number of them are preparing to do so at the earliest opportunity; for it is becoming clearly apparent that aggressive action will be a necessary part of even the most defensive

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commercial policy under the conditions that will be generally prevalent after the war.

In the future there should therefore be a much freer interchange of commodities between the two great English-speaking peoples than in the past, and this will be all to the good. The intimate relations established in commerce will react powerfully in international politics; for any danger of serious misunderstanding between the two nations will progressively be lessened as they come into more and more familiar contact with each other.

Therefore we hope that in the time that is coming British manufacturers will increasingly incline to regard the U.S.A. as part of their natural market; and are not so foolish as to suppose that—even if it were desirable, as it is not—we could expect to find an open door and a ready welcome from folk to whom we were only prepared to give a grudging and niggardly hospitality.

Our strictly professional interest in this international commercial campaign lies, of course, in the fact that it necessarily involves very vigorous and extensive advertising: and our chief concern is to do everything in our power to make that advertising as effective as may be on both sides of the Atlantic.

An unsuccessful advertising campaign may bring a little immediate profit to a few publishers, printers and agents, but it damages the advertising business as a whole. And our regard is for general, not sectional, interests.

Therefore we are more than ready to help both American and British advertisers when they set out to create a demand for their commodities in markets more or less unfamiliar to them.

In doing so we conceive ourselves to be good Britishers as well as good advertising men.

THE PROPOSED COMMERCIAL INTELLIGENCE DEPARTMENT

"THE Board of Trade ought not to be a department of the Government; the Government ought to be a department of the Board of Trade."

This terse expression of a deeply-based conviction came from the lips of one of our most progressive and successful business men the other day—and the more it is examined the more strictly reasonable it is seen to be.

The individual human organism is not merely dominated by a stomach; it *is* a stomach. The swift-moving foot, the quick-clutching hand, even the close-scheming brain, are no more than specialised extensions of what is essentially a food digesting and assimilating machine. Limbless and an idiot a human being can still contrive to exist; destroy his stomach and there is nothing left of him.

Social and national organisms are governed by this same irrefutable

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fact. They can endure, and even grow, under insane Governments with utter incapacity of its offensive and defensive limbs and every imaginable disability of executive apparatus ; they fall into immediate deliquescence once their power to trade is effectually paralysed.

Therefore it would seem clear that the interests of commerce should be the prime consideration of Governments.

Yet most Governments behave as though the least important part of their task were to secure plenty of food and a good digestion to the body politic ; and British Governments have been among the most flagrant offenders.

Probably no other country having considerable commercial interests has done, through its ruling executive, so little for trade as has Great Britain. When our Governments have made any movement at all they have only done so after long-continued pressure from without, and they have only shifted their position by the smallest difference that would be tolerated.

Traders who desired the support and assistance of the national Government, for objects of national value, have always found their way blocked by a barricade of permanent officialdom that was, and is, all but impassable.

The permanent official is a parasite, probably not altogether useless if kept strictly within the limits of his proper functions, who has no direct concern with the well-being of the body which provides his sustenance. He knows that he is secure as long as things remain unaltered ; therefore, he is the determined enemy of change. Change would at least mean a disturbing interference with fixed habits—very likely a greater demand upon his energy—and in any case he is rarely so closely in touch with the vital realities demanding it as to doubt that whatever is is for the best.

In view of this attitude of Governments and permanent officials, there is no need for any disappointment with the scheme lately put forward to provide for us a Commercial Intelligence Department which shall be worthy of its tasks and opportunities.

The new Department, we are told, will eventually comprise the existing Department of Commercial Intelligence of the Board of Trade and the Foreign Trade Department of the Foreign Office, and will take over such of the staff and records of the War Trade Intelligence and Statistical Departments as may be required. On the face of it one might imagine that this represented a solid attempt at economising and co-ordinating effort and obtaining more substantial results ; but observe how the new Department is to be controlled !

Its immediate Parliamentary chief will be an under-secretary attached in equal proportions to the Foreign Office and the Board of Trade. He will be equally subject to the compliments and kicks of the Foreign Secretary and the President of the Board of Trade ; and when he receives a bouquet from the one may count upon the boot of the other, if precedents are to be relied upon.

Subordinate to this drastically bifurcated under-secretary is to be an official also appointed jointly by the Foreign Secretary and the President of the Board of Trade who is likely to develop a permanent squint in performing the duplex duties that have been marked out for him.

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"There will be a constant interchange of staff between the department and both the Foreign Office and the Board of Trade"—presumably so that the possibility of any unity in idea and action may be avoided.

There is a grim humour in the solemn statement that "the above proposals are offered as a satisfactory solution of a problem which for some years has been urged on the attention of the Government by the commercial and industrial community, whose criticisms have been especially directed against the duality of the existing system." If the business men of Great Britain will put up with the sort of Commercial Intelligence Department that has been hashed up for them they will fully deserve to have their dearest interests made the playthings of inter-departmental gerrymandering; but we doubt if they will to-day be so complaisant as officials have found them in the past. They are becoming more and more alive to the perils and opportunities that the immediate future holds for them, and are not in the mood to be led into the one and deprived of the other without complaint.

We hope that they will make their voices heard to some purpose; and will insist upon effect being given to their plainly expressed demand for a comprehensive Ministry of Commerce under a responsible Secretary of State equal in dignity and power with any of his fellows.

CANADIAN NATIONAL PUBLICITY

THE report of the Canadian Trade Commission strongly urges upon the Government the advantages of systematic national advertising. "At present," say the Commissioners, "there are many Government departments, private firms and institutions who are in their own way advertising Canada, and in many instances doing the work very well indeed. It is manifest, however, that there is considerable loss of power and money owing to divided efforts in this direction. It should be possible for the Government to organise a definite scheme of advertising which would embrace the various interests, and thus secure co-ordination in the making of Canada and its resources better known throughout the world. It would be worth while employing an individual who has a comprehensive grasp of all branches of advertising who would act as adviser in this important direction."

This is thoroughly sound in recommendation and argument. National advertising is one of the duties of a modern Government; and the fact that it has been left to private individuals and organisations hitherto is no reason why it should continue to be so.

It is very public-spirited of a select band of citizens that they should always be ready to make up for the negligence and errors of their Governments; but it would be the better part of patriotism for them to insist upon those Governments doing their work, and doing it properly.

One too-good-natured and over-willing member can make a whole family selfish and slack, as most of us have had occasion to observe.

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The same thing happens on a larger scale in larger communities. Nothing is more devastating than ill-directed virtue.

In recommending the Canadian Government to take up the burden which belongs to it, we note that the Commissioners also suggest the advisability of appointing an advertising man as "adviser." May we in our turn suggest that the "adviser" should not be confined to advising, but should be given a position carrying with it a liberal measure of responsibility and control. A first-rate man will not be content with a second-rate position, and few men who are not stimulated by a consciousness of responsibility will put out the full extent of their powers.

The office of the "adviser" is easy for an easy-going individual. It will not attract the able and energetic worker. Sometimes, it is true, the so-called "adviser" is really expected to do all the work; and is only given his label in order that somebody else may get the credit. This, again, does not make for efficiency.

One of these days it will be seen that the director of national publicity is among the most important of national servants. It would not be at all surprising if in Canada he should first be recognised as such, and given the position to which he is entitled.

THE COPY-WRITER'S EQUIPMENT

IT is a very common error of those who venture to offer advice to budding advertising men to insist too strongly upon the necessity of the copy-writer possessing an intimate acquaintance with every detail of the article to be advertised.

An intimate knowledge of the article to be advertised is an advantage of which the able copy-writer will not deprive himself, but it is not by any means what he chiefly needs to make his work effective. It is not always even a necessary part of his equipment at all.

¶ What he cannot do without is a knowledge of human nature, and of all the different kinds of human nature that he is "up against" in dealing with various commodities. The proper study of the copy-writer is the purchaser, not the goods.

All that he needs to know about the goods behind any given proposition the advertising man should be able—except in rare cases—to learn in the course of half an hour's conversation with the manufacturer or a well-informed member of the producing staff. He only wants sufficient information to be assured that he is in possession of all useful selling points.

The manufacturer is often so preoccupied with the thousand details of production that he is apt to regard his work as done when the goods are made, and cannot gain the detachment which would enable him to regard them solely as a selling proposition.

This detachment it is no small part of the business of the advertising man to supply, and he will be unable to supply it if he involves himself as closely in the detailed intricacies of production as the manufacturer himself.

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It should not matter a great deal to a thoroughly competent copy-writer whether he is set to work to advertise ships or sealing-wax. He plays many tunes, but he only plays upon one instrument. To obtain the response he is bent upon obtaining he will not play rag-time to a highly cultured audience or severely classical compositions to one that is entirely unsophisticated. His art and craft lie in his ability to be all things to all men—and women.

If the advertising man devotes an amount of time to an examination of commodities that prevents him giving eleven hours out of twelve to the study of consumers, he, and those who employ him, will have cause to regret it.

Intimate acquaintance with the goods will only help him a very little way towards the construction of a result-bringing advertisement.

A REASONABLE COMPLAINT

UR contemporary, *Electricity*, complains that trade publications have been unreasonably neglected in the Press advertising issued by the Government.

It is pointed out that much of this advertising has been particularly directed to manufacturers and traders, and that these could be reached more readily, effectively and economically through the medium of trade papers than by any other channel.

Few would be found to deny that this contention is reasonable. Trade papers provide an amount of actual publicity per thousand copies circulated that is far in excess of any provided by publications of a more general character. Their " readers " do not give them a casual glance or two and then throw them away, but do indeed read them from the first page to the last with the closest attention. It is their business, if not always their pleasure, to do so.

In appealing to traders the Government as advertiser might therefore well consider the claims of well-established trade papers to its consideration. They can offer remarkably good value for money.

A CHANCE FOR ELECTRICITY

E have grown to hate the cliché " psychological moment," but, let us hope, as a rare exception to what has become our rule, are impelled to declare that for the electrical traction industry a " psychological moment " seems in very truth to have arrived.

Petrol-driven passenger and freight cars are suffering a handicap, owing to the vastly increased cost of their motive power, from which they cannot be released for a very long time to come. Peace will most certainly not mean for petrol anything like the *status quo*

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ante bellum until the world is a good deal older; if, indeed, it ever regains anything like its old position in the matter of relative cost and power.

There is every probability on the other hand that electrical power will tend to become less and less costly; while it is already in a position to show most favourable results in any comparison with petrol as the propulsive force of all the lighter kinds of road vehicles.

"There is no excuse," says the well-known "motor" expert of *The Westminster Gazette*, "for avoiding the battery vehicle to-day. It is simple and efficient and very easy to handle, and its radius of action is ample enough, a hundred miles in the case of the pleasure machine, according to *The Electrical Times*. The figure is not so high in the case of the heavier types, but it is ample for large town work. It is further pointed out that, given the correct voltage or the necessary apparatus for getting it, any car-owner will be able to recharge his car battery from his household current, just as some firms at their works recharge the batteries of their modern commercial machines."

A two-seater runabout car could, it is stated, be turned out for £100, and a tradesmen's van to carry half-a-ton for £150, and their overall running costs would, as it is quite easy to demonstrate, show a substantial reduction on the cost of running any petrol-driven vehicles of similar capacity.

It would seem, then, that those interested in electric power have now at their command all the material for a most effective appeal to those who have become accustomed to look upon petrol as the necessary basis of all efficient road traction.

If they are wise they will not fail to make use of it. They—that is to say, the power producers—should get together and embark without loss of time upon an impressively sizeable national campaign. They should let everybody know what electricity can say for itself as against any other source of power whatsoever; and having taken the floor they should keep it.

They should do in their own way and to suit their particular requirements what the British Commercial Gas Association has done, and is doing, to further its own plain ends.

When it is suggested to certain manufacturers or groups of manufacturers that they could largely increase the demand for their commodities one is very commonly met with the reply that they are already producing up to their full capacity, and that it would be folly to create an appetite before they are in a position to satisfy it.

Their argument is not sound. They should make it their business to see that the demand for their goods is always ahead of the supply so that every increase of capacity to produce finds an immediate employment.

To wait until the goods are ready before advertising them is to have them in stock, eating up profits in interest on capital, for a longer or shorter period before they are sold.

Advertising should act as advance agent in the manufacturer's business campaigning.

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SIR A. K. YAPP, K.B.E.

TO THE Y.M.C.A. the outbreak of the war offered a wonderful opportunity, and for the fact that it responded so magnificently to that opportunity credit is very largely due to Sir A. K. Yapp. He saw the opening, he heard the call, and he rose to the occasion. An enthusiast, with overflowing energy, great capacity for work and an undaunted courage, he is deterred by no difficulties. "Why?" is a favourite question he puts to any faint-hearted worker who lacks his splendid confidence and determination to achieve success for the cause to which he has given his heart and life.

He himself tells the story of how, when the war broke out, he was asked to draft some rough scheme for providing huts for the men in the various camps and at the Western front If I remember aright he estimated that, roughly, the provision could be made at a cost of £25,000. It seemed a huge sum in those days when the nation had not learned to think in millions as a unit, and the money had to be raised by voluntary subscriptions in war time. "You will never get it," said one of the heads of the organisation. Sir Arthur probably replied: "Why?"

Then came the first of that series of advertisements for funds for huts which has been one of the advertising triumphs of the war, and as General Secretary of the Association Sir Arthur was largely responsible for the campaign. The heart of the people was touched. Cheques for a thousand pounds apiece were almost common objects of the sea-shore.

Tall, broad-shouldered, clean shaved, with square-cut face which denotes force with great kindliness, Sir Arthur is a man who possesses magnetism and personality. Even in a crowded room he commands attention. He looks a man, and that is what he is, a fine specimen of British virility. To a good presence he adds the advantage, when speaking, of a deep, rich, pleasant voice, and he can hold his audience. It is a delight to hear him speak on the work of the Y.M.C.A. in the war, and he speaks with knowledge, for he has paid visits to the Western front as well as to scores of huts at home. To a keen sense of humour he can add pathos and a touch of the dramatic, and he carries his audience with him. His diction is simple and direct. It is said of him that he thinks in triangles and sees red.

Some twenty-eight years have passed since Sir Arthur, who was born at Orleton, near Leominster, in 1869, first became connected with the Y.M.C.A. He was then in a business house at Leominster and the committee of the local association asked him to accept the hon. secretaryship. The organisation there was in a parlous state, but young Arthur Yapp accepted the task—and succeeded. He did so well indeed that in 1893 he was invited to become the General Secretary of the Derby Association. His fame spread beyond the confines of the county and about 1898 the National Council called upon him to be their representative in supervisory and extension work in Lancashire. Remarkable success attended his efforts, new associations were created and existing work was revivified.

In view of subsequent events, it is interesting to note that it was about that time his attention was directed to the newly-started work in volunteer camps, and arrangements were made to provide Y.M.C.A.'s in the training camps in Lancashire. So when the war broke out the Secretary of the Association was not without experience of the work which has since won for it such well-merited admiration. Appointment to the post of National Secretary of the Association came just five years ago, and the selection has been fully justified. Sir Arthur Yapp has been, since war broke out, a national asset. RED TRIANGLE.

Unfortunately Sir A. K. Yapp was so busy that he was unable to spare any time to sit to our artist for the purpose of a sketch, and therefore we reproduce an excellent photograph. For permission to use this we are indebted to *The Red Taiangle*, the organ of the Y.M.C.A.

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VARIOUS AND SUNDRY

"The world is so full of a number of things."—*Robert Louis Stevenson.*

An Arrested Movement.

I hear that when opportunity serves—which will, however, not be until more pressing matters have been dealt with—there is likely to be a serious attempt made to induce legislative action in the matter of undesirable advertising. The term will require careful definition as a preliminary; and we must look to it that cranks and faddists are not allowed to define it. Most of us would welcome the disappearance of certain classes of advertising that do a good deal to discredit modern commercial publicity, though we should prefer not to owe it to legal compulsion. Ardent reformers in this direction should not overlook the fact that the advertising of to-day is in every respect cleaner and more honest than it ever was before, and that the standards of advertising practice are day by day being improved; also that the services rendered to the public by sound advertising overwhelmingly outweigh any evil wrought by advertising less respectable.

The Stock Exchange and Advertising.

I quote the following from a recent issue of *The Financial News*:—

"With the problem of Stock Exchange advertising again being discussed, it would be wise not to overlook the possibility—we say possibility—of the establishment, after the war, of another Stock Exchange. Any attempted perpetuation of the Treasury restrictions would simply mean the opening of another institution, to which no small proportion of the members of the old one might be tempted to migrate."

If a rival Stock Exchange should be set up we may take it for granted that the existing regulation prohibiting members from advertising would not be one of the rules of the new body; and, if it were not, there would soon be a strong agitation on the part of the members of the older institution to abolish their self-denying ordinance.

Politics and the Press.

Our readers will be interested in the accompanying photograph of Mr. Lloyd George and Sir George Riddell, taken at

By courtesy of "The Sketch." [*Central News.*

MR. LLOYD GEORGE AND SIR G. RIDDELL AT WALTON HEATH

Walton Heath. Sir George is perhaps as great a power in the newspaper world as the Premier is in politics, for he is a dominating influence in the affairs of many groups of prominent publications. He is, I believe, amongst other things, Mr. Lloyd George's landlord at Walton Heath, which has become one of the most favoured resorts of golfers. A keen golfer himself, Sir George has always been well to the fore in the "A.W." Golf Cup Competitions.

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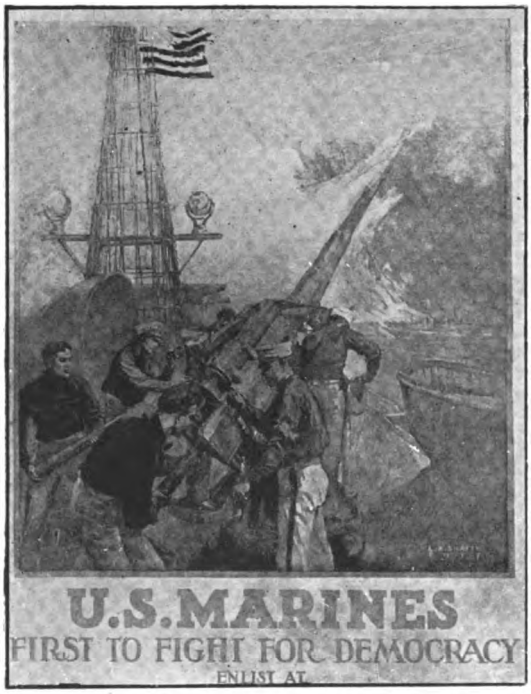
Advertising and the War.

In another part of this issue reference is made to the fact that the Committee of the Publicity Records Section of the National War Museum invite those who can help them to send examples of all forms of war publicity for exhibition in the proposed Museum. In inviting the help of advertising men, publishers and



[*By courtesy of "The Graphic."*

ROMANCE

the like in this matter, Mr. Bradley, Keeper of Publicity Records, says: "There is scarcely a limit to the part played by advertising in the War, and the value and interest of this collection, when completed, to advertisers can hardly be exaggerated. The greatest difficulty seems to be to exhaust the supply of varieties of publicity dealing more or less directly with the War. If you could forward to me copies of unofficial War posters, or anything of the nature I have suggested, the Committee would be extremely grateful."

I commend this appeal to the notice of my readers.

Precept and Practice.

The Star lately had some very severe, and I believe fully justified, things to say about the dreadful extravagance which, I fear, disgraced the management of one of our Government Departments. It was the ill-conceived National Service Department which was the offender. I will let *The Star* writer speak for himself. He says:—"Lying on a wharf at Bermondsey Wall was a huge stack of printed matter, chiefly of the kind familiar during the National Service propaganda, waiting to be repulped. There was not less than 50 tons of it—thrown away just as it came from the printers' hands. *The Star* man saw heaps of orange posters: 'If you cannot fight for your country, work for it.' Then there were vast mountains of 'A Note on National Service' (a 4-page leaflet), and huge quantities of 'Forms of Offer by a Volunteer.'

"In addition to reams of office paper piled eight or ten feet high, the lithographed posters alone make a pile as big as a small haystack. Nothing could bring home to the public more forcibly than this sight the failure of the National Service Department, as well as the utter want of prudence of those who engineered the movement. It is a monument of failure, and leaves no doubt as to what becomes of a great deal of that seven millions a day."

This is typical of the way in which the Government practises the economy it preaches to the nation, for the Department referred to is not the only offender. Now that National Service is under new management I hope for better things.

"Johnnie Walker."

Johnnie Walker Whisky lately secured an advertisement of a wholly unexpected character: indeed it may be said to have had two. How the first came to be secured is told by a Banff soldier at the Front, in a letter to *The Banffshire Journal*, and the story is very amusing. It seems that the padre of a

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famous regiment wished to hold a service, and had secured the willing help of the men in erecting a rostrum. The usual set of miscellaneous articles, mostly ration boxes, went to its construction. On the opening hymn, "The Church's One Foundation," being given out, a broad grin in the front row of the congregation rapidly communicated itself to the rear. The bewildered chaplain descended to inquire, when a sympathetic Scot pointed to the inscription on the leading box of the platform—"Johnnie Walker Whisky, born 1820, still going strong."

The second gratuitous advertisement for the popular whisky is afforded by the repetition of the story in the columns of *The Daily Chronicle*. And now I am giving it a third!

More War Posters from the States.

Among the best of American war posters has been the series issued appealing for recruits to the U.S. Marine force. Three of them are illustrated herewith. They were uniformly

[By courtesy of "The Graphic."

DIGNITY

[By courtesy of "The Graphic."

ACTION

stirring and forceful in their appeal and must have quickened in many a young man's mind an overmastering idea that the unit of all units to join is that famous fighting corps which has always been first in the field when Uncle Sam has had a "scrap" on his hands. What posters can do to stimulate recruiting—and we have learnt that they can do a very great deal indeed—such strongly suggestive pictorial appeals as these may safely be relied upon to perform.

A Rudyard Kipling Story.

The Liverpool Post, in an editorial note recently on the subject of Red Cross advertising in the United States, recalled a little story of Mr. Rudyard Kipling, showing his appreciation of advertisements. Mr. Kipling, says our contemporary, received some American papers from a friend, who, to save postage, had torn out the advertise-

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ment pages. Mr. Kipling wrote, " For goodness sake send the advertisement pages—you can tear out the editorials if you wish."

In the Red Cross appeal to which I have just referred the best artists in the country were each given a page in the leading newspapers and magazines, and for these pages they contributed a drawing free of charge making an appeal for the funds of the society. I have no doubt some very fine work was the result.

By Way of Explanation and Apology.

We have to grin and bear all sorts of things in war-time that in peace-time would enrage us to the point of frenzy. For instance, we had to permit our August issue to be wired instead of stitched, notwithstanding that the appearance of two of what should have been our most attractive editorial pages was thereby irretrievably ruined. We were not the only sufferers, for one effect of the wiring was to render the portrait

MR. E. A. COX

of Mr. E. A. Cox, the artist to whose work we devoted a special article, in effect invisible. The apologies due to that gentleman, who fortunately is " on Service " and cannot get at us, are hereby rendered. We reprint herewith the photograph which was so badly treated last month, so that our readers may see that there was no inherent reason for its practical suppression.

Mr. Winston Churchill.

I congratulate the Committee of the Aldwych Club on having induced Mr. Winston Churchill to speak at the lunch to be held at the Connaught Rooms on October 3rd. Undoubtedly he will prove a great " draw." The committee have been singularly successful in securing distinguished speakers to address the members of the club, and have shown that in thus obtaining publicity they practise what they preach in the matter of advertising. Among other front-rank men who have addressed the club at these lunches have been Mr. E. S. Montagu, a predecessor of Mr. Churchill as Minister of Munitions, Lord Northcliffe, Lord Leverhulme, Sir Albert Stanley, and the Earl of Derby. The pronouncement of the Secretary of State for War, coming as it did just when Mr. Asquith resigned office, was among the most notable speeches of the year, for it revealed history as told by one of the makers of it. Lord Derby, it will be recalled, played a big part in effecting the change in the Ministry.

The Local Newspapers' Opportunity.

The smaller local newspapers, generally speaking, do not seem to be making half as much as they might of the opportunity for advertisement expansion afforded them by the restrictions affecting circulars. Their appeal to the advertisers upon whose support they rest is made by circumstances much stronger than it ever was in normal times, and it should open for them most valuable avenues not only to present profit but to future business. Since the fortune of war has favoured them they should not fail to take advantage of the fact, and while cultivating the advertiser who is bereft of his circulars they should also take pains to make themselves more evident to the

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reading public in their constituencies, even though they do not desire and could not endure an increased circulation at the present time. It is up to them to convince their advertisers that they can do as much for them as the handbills that are barred: and they can do much in this direction by showing that they are determined to keep themselves well in the public eye.

The Order of the British Empire.

A good many men well known by reason of their connection with advertising and printing received titles or decorations from the King by being appointed to the new Order of Knighthood or its companionship. Sir Arthur Pearson, chairman of the Blinded Sailors' and Soldiers' Care Committee, was created a Knight Grand Cross of the Order of the British Empire, and Mr. H. E. Morgan, one of the controllers of Messrs. W. H. Smith & Son, was made a Knight Commander in recognition of his work as honorary assistant to the Director of the Employment Exchanges, Ministry of Labour, and as honorary organiser of the Union Jack Club Extension Fund. He was previously attached to the Ministry of Munitions, Imperial Munitions Board, Canada. Sir Edward Cook, Joint Director of the Official Press Bureau, and Mr. Edmund Robbins, Secretary of the Admiralty, War Office and Press Committee, and for so many years manager of the Press Association, received honours in the same class. Lord Burnham, in his capacity as President of the Empire Press Union, has been created a Companion of Honour.

It is interesting also to note that two gentlemen who have lately addressed the members of the Aldwych Club at their after-lunch meetings have received the honour of Knight Commander of the Order—Mr. Frederick Stokes, chairman of the East Anglian Munition Committee and inventor of the Stokes gun, and Mr. A. K. Yapp, National Secretary of the Y.M.C.A. And now the last-named has been appointed Director of Food Economy, Mr. Kennedy Jones' old post.

SIR H. E. MORGAN [*Vandyk.*

THOTH.

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ESTABLISHING A "KEY" INDUSTRY

Concerning a victorious advance in the campaign against enemy trade.

BEFORE THE war Germany had partially succeeded in obtaining a kind of stranglehold on several important British industries by her control of dyeing in all its more specialised branches. It was peculiarly exasperating that this should be so, since it was the discoveries of British scientists that were being exploited to the detriment of British trade.

The outbreak of war certainly did some good, amidst a welter of evil, in forcing British manufacturers to realise how gravely they were imperilling their future by leaving such a vital "key" industry in the hands of their most pertinacious and unscrupulous competitors.

Once awakened to the danger of their position they set to work with energy to make up for past short-sightedness and lack of enterprise, and their efforts have been so successful that one of the greatest menaces to the prospects of several important departments of British industry has been effectually removed—as one may hope for all time.

British fabrics will in future be British dyed.

In so far as they consist of silks or silk mixtures, it is safe to assert that a great part of them will owe their colouring to "Black Knight" dyes. The "Black Knight" brand is already established as an important factor in its own field.

Its speedy establishment is owing primarily to the fact that it stands for a commodity which was urgently in demand; and secondarily to efficient business organisation and sound advertising.

ONE OF THE FIR-T ANNOUNCEMENTS

"The production of 'Black Knight' dyes," Mr. Walker explained to the *A.W.* "naturally involved a vast amount of labour and expense in research and equipment. Many thousands of pounds were spent before we found ourselves in a position to claim that the German dyeing monopoly had become a bogey of which our manufacturersneed no longer be afraid.

"We were determined to succeed in destroying it, however, and at length we have done so. Our dyes are equal to the best that ever came out of Germany, and we shall see to it that nothing that ever comes out of Germany shall beat them.

"In placing them on the market we have had the goodwill of all the industries concerned; for everybody else was as keen as ourselves upon seeing so shrewd a blow struck at a strong position of German trade.

"A new commodity of any description has usually to be more or less forced upon a market that is indifferent, if not hostile. It was an immense advantage to us that we were able to

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count upon a welcome, provided we could deliver 'the goods' required."

"Do you think that you have named your dyes very happily?" we inquired. "'Black Knight'" surely suggests very strongly that you confine yourselves to black dyes, which it appears is not at all the case."

"I am bound to admit," said Mr. Walker, "that the name is unfortunate in suggesting limitations that do not exist. It was chosen because from the first we looked upon our black dyes as our trump cards. As you are probably aware, it was the want of first-class black dyes of which our manufacturers became most acutely sensible when supplies from Germany were cut off; and it was this need that we set ourselves most earnestly to supply.

"When we succeeded we selected a name which should in some measure express the precise nature of what we regarded as our most signal achievement. Possibly we made a mistake in thus adopting a name which in being, to some extent, definite, was bound to be in the same measure confined. In any case, I must allow that in our advertising we have to make a point of explaining that our name must not be taken too literally as bearing its apparent meaning; and I suppose we ought not to have to do so.

"By the time we were ready to commence advertising the name had become a fixed quality, and we set ourselves to make the best of it.

"The first thing we did was to give the 'Black Knight' a pictorial shape and being. The name obviously pointed to the romantic and picturesque figure of the Black Prince, and it is that fine flower of English chivalry that Mr. Septimus E. Scott took as the inspiration for the painting which was reproduced in all our preliminary announcements, and has become our distinguishing trade mark and seal.

"In one form or another it is attached to all goods which are 'Black Knight' dyed, as a guarantee to the purchaser.

"In formulating our advertising policy and devising our advertising material we called upon Mr. Manson Gibson, of the 'Carlton Auxiliary,' for

ANOTHER INTRODUCTORY DISPLAY

A DISTINCTIVE FULL PAGE

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assistance; and I am bound to say we have no cause at all to regret having done so.

"You will notice that in the text matter of our advertisement we make very emphatic use of the patriotic motive. It is at this time most powerful in its appeal, and I think we have every right to make use of it. Doubtless we are doing a service to ourselves in establishing what bids fair to become an eminently profitable business; but we are also doing a service to British trade and to the country generally, and may surely be permitted to call attention to the fact.

FEATURING THE SEAL

"In making experiments and equipping our works we risked an amount of capital that we should not have been justified in staking upon a hazardous chance unless the feeling that we were performing a national service had supported our hope of making profit. Our experiments turned out triumphantly successful, as it happens: but it must not be forgotten that they might have proved the reverse.

"For the rest the matter of our announcements simply states, without ambiguities or embroidery, that 'Black Knight' dyes for silk goods are equal in every way, in brilliance and variety of colour, in permanence, in money's worth above all, to the best that German skill was ever able to produce.

"We have been very careful to give our advertisements an attractive appearance, and to make them suggest by their own distinguished character the 'quality' of the commodity.

A COLUMN DISPLAY

"Up to the present we have used comparatively few press media, and have done no advertising at all except in our chosen list of periodicals.

"This list includes *The Bystander*, *The Ladies' Pictorial*, *The Tatler*, *The Sketch*, *The Queen*, *The Ladies' Field*, *Coming Fashions*, *Fashions for All*, and one or two more.

"With the exception of *The Drapers' Organiser*, *The Drapers' Record*, and one or two others, we have not as yet used any space in 'trade' papers."

A HALF-PAGE ARRANGEMENT

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In GERMANY

the cartoon weeklies are subsidised during the war. This is their way of helping to pay for the weekly tonic which their people need.

We do not require that sort of thing here. Advertisers supply sufficient "sugar" to

THE PASSING SHOW

to make it palatable to the public and to its proprietors.

And advertisers will tell you that its tonic properties help to keep their business healthy.

To have your advertisement measuring 10 inches by 7 inches in over 150,000 packages of this well-known weekly tonic, costs but 600 shillings. Smaller at proportionately lower rates.

Philip Emanuel
Advertisement Manager,
ODHAMS LIMITED,
85-94, LONG ACRE,
LONDON, W.C.2.
New Telephone No.:
Gerrard 9870 (seven lines).

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AN OPPORTUNITY FOR CO-OPERATIVE EFFORT

How a great volume of new "life" and "endowment" business might be created by insurance companies.

THAT THE advertising issued by insurance companies is, with very few exceptions, of lamentably poor quality is a plain fact upon which we have on several occasions been led to comment.

Such as it is there is exceedingly little of it that even in intention is creative. It is almost entirely devoted to a kind of competition that the basis of insurance business and the manner in which it is conducted must of necessity render futile.

The margins left for competition between insurance companies—even when inter-company agreements do not make all competition impossible—are so small as to be negligible.

They are all alike rigidly constrained by actuarial laws with which no liberties can be taken, and consequently there is no field left open for competition in any ordinary sense.

In playing at competitive advertising as they are in the habit of doing they are wasting money and energy in a game of make-believe.

Combined Advertising.

If together they would expend half the effort upon creating new business that individually they consume in scrambling for the business already existing, they would benefit severally and collectively in a manner that probably would astonish them. The volume of business at present handled by life insurance companies is only a small percentage of the amount that would be forthcoming if life and endowment insurance as a commodity were advertised in a lively and human fashion.

The proposition to be put forward by the companies is one that would appeal irresistibly to a vast number of people who, as things are, cannot be induced to interest themselves in it, if only it were presented with vitality and emphasis.

Advertisers of insurance do not sufficiently realise that the great public must be educated into a recognition of the various and great advantages and securities that an insurance policy of one kind or another will obtain for them.

A Strong Case.

The virtues of insurance are of such a nature that they can easily be explained and recommended in terms universally understandable.

Insurance advertisers can with propriety appeal alike to the most urgent anxieties of human affection and the most deep-rooted impulses of human selfishness.

It is the strength of their proposition that it rests upon emotions and interests that sway and drive the whole of humanity; yet they choose to present it as though its relation to the life of the individual were remote and academical.

Tabulated statistics and fine-drawn calculations they present with pride—without reflecting that figures are never anything but figures to the man in the street and the woman at home. More particularly do they love to put forward the meaningless ponderosities of their various "fund" totals and their premium incomes, and to append the names of the magnificently developed guinea-pigs adorning their directorial boards—never pausing to consider that when possible customers have been induced to take an interest in "the goods" it will be time enough to produce evidence of the bona fides of the trader.

If life and endowment insurance companies desire more widely to extend and more effectively to cultivate their field of operations, they can only do so by quickening the general sense of common needs and by showing that they are in a much better position to satisfy those needs than is generally supposed.

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E FUTURE.

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STOP PRESS.

Telephone Central 1.

SPACE MARKETS.

The space market continues active, and there are extensive dealings in futures. The demand for space in the favourite monthly—the "London"—is strong and long-sighted buyers are looking well ahead. At thirty pounds per page and with a circulation well in excess of two hundred thousand, those looking for a good profit are certain to get it, and their operations are reflected by the shortage of pages still open. In the November issue only two and a quarter pages are unlet, and their absorption is only a question of a few hours at most. Then there will be no supplies on the market. A persistent rumour circulates that a special scheme is about to be launched for the Christmas number.

The position of the "Premier" and "My Magazine" is also strong—good buying for immediate delivery and near futures. Although supplies of space are restricted, prices remain as they were—fifteen pounds and twenty pounds a page respectively.

Excellent reports are to hand regarding the fashion group—"Fashions for All," and "Home Fashions." The former, with one hundred and eighty-five thousand monthly, is thirty thousand better than last year, and it is quite filled up for November. The same applies to the sister gold mine—"Home Fashions." Operators thinking of acquiring a holding in the December issues should make application for allotment. Quotations are low at thirty pounds per page.

In regard to the weeklies—"Mother and Home," "Woman's Weekly," and "Forget-Me-Not"—the market does not have a single inch of space on offer for four weeks ahead. For the issues after November third a small amount is coming on the market, but it is being eagerly looked for and is being snapped up by those who have already earned rich profits from their holdings in these columns. The price of each of these three is firm at twenty-five pounds a page.

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Let them awaken and appeal to the husband's fear lest some mischance to himself should leave a much-loved wife at the mercy of cruel circumstance; to the affectionate father's consuming desire that his children should have the fullest advantages that higher education can offer and in due season be assured of some financial assistance in "starting for themselves"; to the unsleeping anxieties of those who have no confidence in their own power to make provision for their declining years.

Let them, in short, speak through the medium of the printed page as the most eloquent and enthusiastic of their agents would speak in his own proper person to a possible insurer.

Dignity or Dullness.

They need not tremble for their precious dignity: in their present drowsy dullness is no dignity deserving of much respect. There is a much higher dignity to which they may aspire as those who pursue useful ends with energy and intelligence and imagination.

To do the work that is required so that it will yield the best results, it is almost essential that the companies should act in combination. There can be no adequate reason against such a partial pooling of effort unless threadbare precedents and infantile jealousies are to be allowed to control the operations of what should be the most progressive private business in the world.

The funds necessary for the prosecution of such a co-operative educational campaign as we have in mind should be obtainable by some small levy on all the companies taking part in it, based, say, on an average of three years' premium income; or, if this should not be considered equitable, on any other basis more acceptable to the parties. It should, in any event, be derived from a percentage levy of some sort, and not by any loose system of subscription that could only provide openings for dissension and jealousy.

The participating companies would have material interests of varying magnitudes, and they should contribute to a campaign fund in due proportion.

Advertising matter issued, in the Press or elsewhere, in connection with this joint campaign might bear the seal or signature of the associated companies as an association. The names of individual companies should not be mentioned at all. It is the virtues of insurance in general that are to be advertised, not the merits peculiar to this or the other vendor of it.

The force and weight of the arguments used in advertisements of a general character would be vastly increased by being dissociated from narrow and sectional interests.

In all probability it would be possible to obtain powerful statements of the case for insurance from prominent men and women of unquestioned authority and independence for publication over their own signatures. They would not ally themselves with the advertising of a single company or group of companies, but would not object to assist in furthering an educational movement of public utility. Such advertisements as these could not fail to make a deep impression.

All Press advertisements should be displayed in a bold, tasteful, and dignified manner, and full use should be made of appropriate pictorial illustration. The picture with a solid idea in it tells its story to everyone; the very best of literary appeals only influence a comparatively limited number of minds.

Individual companies would, of course, continue to press their own particular claims as might seem best to them: such a scheme as we have here adumbrated would only earmark a small percentage of their customary advertising expenditure.

Basis for Organisation.

In the insurance world there exist a number of associations, any one of which would provide a natural basis for an organisation specially devoted to business-creating propaganda. Steps should be taken to awaken the interest and extend the vision of these associations by the more alert of their members within or by sufficiently weighty representations from without.

Here is, perhaps, an occasion in

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Why the DAILY MAIL?

Reason No. 1

Because it is a big thing: one of the most powerful factors in the life of the nation to-day. It is the public voice of enterprise and has pioneered nearly all the great national movements of recent years . . .

Carmelite House London. E.C.

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which the Association of British Advertising Agents can play a notably useful part. Coming from such a body, a carefully prepared memorandum outlining a co-operative scheme of advertising for life and endowment insurance companies offered for the consideration, say, of the Insurance Institute of London, would naturally receive an attention that would not readily be accorded to the representations of an individual. Its presentment and discussion in this manner would pave the way towards more intimate and particular consultations, and in all likelihood lead to definitive action.

If the Association of British Advertising Agents finds in itself a disposition to adopt this suggestion, it will, we have no doubt, be as broad-minded as it will invite insurance companies to be, and have a primary regard to the larger and not to the smaller interests involved.

THE NATIONAL ADVERTISING SOCIETY

THE SECOND election of pensioners of the National Advertising Society and General Benefit and Benevolent Institution will take place in December. Advertising men, upwards of 60 years of age, and widows of advertising men upwards of 50, are eligible for nomination. Cases of incapacity, without respect to age, are eligible. Applications to be placed on the list of candidates should be made as soon as possible, and in any case not later than October 20th. Particulars and forms of application can be obtained of Mr. G. Swinden, 61 Fleet Street, E.C.4.

It is further evidence, if such were needed, of the enterprise of the British Commercial Gas Association in furthering the interests of the gas companies that they lately appointed an Executive Committee of the Association to report on the use of coal gas for motor traction. The opinions of this Committee on the subject have just been published in the form of a report, and it constitutes a very thorough and careful inquiry into all aspects of the matter by a body of experts. The booklet deserves the careful consideration of all users of motor traction in view of the great increase in the cost of petrol, to say nothing of the limitation to its use at any price.

Messrs. Gibbs & Waller, the Colegate Press, Norwich, forward us a copy of No. 4 of their "Advices," which is particularly interesting to all users of paper for advertising purposes because it has been published to show what good results can be obtained in these days of paper scarcity from a very common material if wisely chosen. It affords convincing evidence that quite good-looking booklets may be turned out on very low-grade paper if taste is displayed in its selection. To prove their case Messrs. Gibbs & Waller have printed the booklet on what would once have been called "cheap" paper—no paper can be called such now. For the cover "common sugar paper" has been used and we are told that its pre-war price was 17s. 6d. per ream and its present price £2 5s. It is of a deep blue-grey shade, and the letter-press and rules are printed in yellow and in a deeper shade of blue. For the text a common smooth-surfaced paper of a very pale blue is employed, the pre-war and present prices being respectively 1½d. per lb. and 5¾d. per lb. The effect secured is quite good.

The publicity campaign in the ladies' papers for Festrong White Cambric has been entrusted to Messrs. Horncastle, Cheapside.

Once again the proprietors of *The Drapers' Record* are able to present to their readers a magnificent Special Autumn Number which gives no suggestion whatever of war-time scarcity of paper or lack of enterprise on the part of advertisers. The book—for it is really such—runs to 224 pages, and yet the charge is only threepence. Of these pages 170 are devoted to advertisements. This evidence of energy and activity on the part of the leading drapers, warehousemen, and the like, despite the fact that we are in the fourth year of a great war, affords remarkable testimony to their determination to carry on despite all difficulties. Several firms have even gone so far as to take "spreads." The number is also a further proof of the popularity of *The Drapers' Record* as an advertising medium.

It has been decided to enlarge to eight pages *The Canadian Daily Record*, published by the Canadian War Records Office, and hitherto consisting of four pages. The pages measure 8¼ by 10¾ inches, and are filled with news of special interest to Canadian soldiers. *The Record* is sent free to all units of the Oversea Military Forces of the Dominion in the United Kingdom and at the various battle fronts. It is claimed for it that no paper of its size enjoys a better cable service or such remarkable popularity. Its value as an advertising medium is clearly considerable, for it goes right into the hands of men who have money to spend, and its interesting home news, always welcome to men from home, ensures for it a welcome reception. The advertisement manager is Lieutenant J. Harold Watkins.

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"How to Reduce Selling Costs"

explains how a trade-mark can be made to lift a product out of price-cutting competition into steady, increasing demand from the consumer—and to the advantage of producer, wholesaler, retailer and the public

Scores of manufacturers have written to express appreciation of it, and all the important Press has endorsed its message.

YOUR TRADE-MARK has no selling power unless you put brains into it—and efficient advertising behind it.

"HOW TO REDUCE SELLING COSTS"
By PAUL E. DERRICK

No book on business economics has been so extensively and favourably criticised by the Press, or met with such extensive and immediate sale.

Opinions of Manufacturers:

J. S. FRY & SONS, LTD., BRISTOL: "Full of interest to manufacturers, and should be of great use to all commercial men."
(Signed) Conrad P. Fry.

THE BRITISH ZONOPHONE CO., LTD., HAYES, MIDDLESEX: "A most welcome and masterly work on a subject which must be thoroughly studied by every business man."
(Signed) W. Manson.

GODFREY PHILLIPS, LTD., LONDON: "I think it the best argued book on the art of selling I have ever struck. Facts are marshalled with consummate skill and should make their way into the thickest head."
(Signed) J. Phillips.

SHREDDED WHEAT CO., LTD., LONDON: "The variety of information which you supply is of great value to all of those connected with sales promotion."
(Signed) B. B. Foster.

SHORT & MASON, LTD., LONDON: "Of material help to those interested in selling costs. It should find a place on the desk of all those so interested."
(Signed) H. Jas. Coppard.

If you have not read it, send to GEO. NEWNES, Ltd., or any Bookseller.

6/-, or 6/6 post paid.

To-day is essentially the time for manufacturers to benefit from Mr. Derrick's experienced personal co-operation in shaping future up-to-date selling policy and plans, ready to "let go" when Peace Breaks In. His services can be retained for a fixed fee mutually agreed, or the complete Advertising Service Organisation of which he is the head may be utilised.

Certain goods are barred, since we do not advertise competing lines. But we are equipped to prepare and execute as well as to plan economical advertising campaigns of any proportions, home and overseas, for other lines—

Underwear, Hosiery, Corsets, Gloves, etc.; Motor Cars and Tyres; Machinery; Building, Plumbing, Decorating, House Furnishing, and Toilet Goods; Food, Tobacco, Musical Instruments; Sports Goods and Toys, etc.

If you are interested will you write "Personal" to Mr. Derrick for a preliminary interview.

PAUL-E-DERRICK
ADVERTISING AGENCY LTD
Do it better

34 Norfolk Street, Strand, London, W.C.2

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CURRENT ADVERTISING

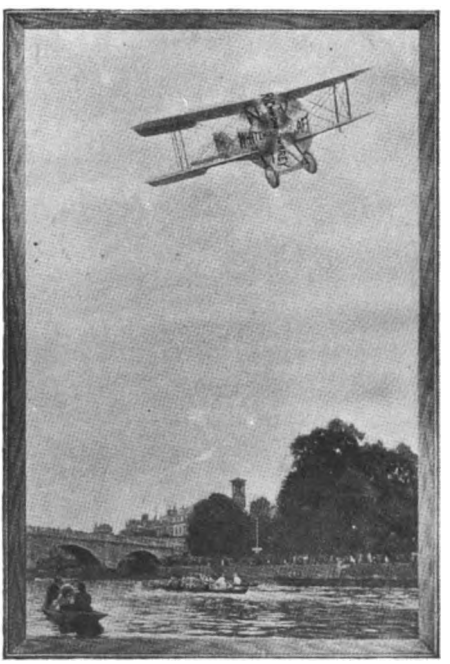
Being a Free Commentary on Recent Press Advertisements; with Reproductions of Notable Examples.

WE ARE disposed to think that the majority of newspaper advertisers are still insufficiently impressed by the value of a certain degree of reticence in their announcements, and more particularly in their displays. No fault is more common in Press advertising than that of over-emphasis.

Advertisers only with difficulty bring themselves to believe there are other and more effective means of arresting and holding the attention of newspaper readers than an over-statement of claims and what is called "bold" display.

In advertising, as elsewhere, the still small voice has a singular power of penetration: and a certain modesty in an advertiser's announcement is the more impressive in that it is exceedingly rare.

At the same time it may be admitted that it is scarcely the advertiser's business to carry self-effacement to excess: and we cannot but think that in the advertisement of Whitehead Aircraft, reproduced on this page, there is evidence of altogether too retiring a disposition. Only the closest inspection reveals it as intended for an advertisement at all. The words



MODESTY

THE APPEAL OBLIQUE

"Whitehead Aircraft, Richmond, Surrey," which form the sole indication of its commercial character are reduced to practical invisibility—they will be found upon the screw of the aeroplane—and for the rest we have only an uninteresting photographic illustration. If the advertisers are of the opinion that the illustration is "the thing" in an advertisement of this sort we are not prepared to gainsay them; but we would certainly suggest a picture more striking and out of the common should be used, and that it should be accompanied by such a small matter of text

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The Observer

(1791)

THE GREATEST POWER IN PRESENT DAY JOURNALISM AND AN UNRIVALLED ADVERTISING MEDIUM

2D.

Telephone :
4591 City.

Offices :
22 Tudor St.,
E.C.4

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A CLEVER "STUNT" BUT DEVOID OF SALESMANSHIP

as would give it a strong and definite instead of faint and nebulous advertising value.

Considered as an advertising "stunt" the advertisement provides us with a curiosity, but it is surely somewhat expensive for an advertiser to play tricks of this kind.

The announcement of "Golden Guinea" muscatel is a curiosity of another sort, in that its chief apparent intention is to ask the crowding millions who, we are to suppose, are clamouring for a supply of that delectable beverage to "assist the Government" by limiting their requirements of it as much as possible.

SPOILED BY THE ILLUSTRATION

We hope—as probably do the advertisers—that this patriotic plea will not be interpreted too literally. It would be a pity if the extensive advertising which has lately been indulged in by the vendors of "Golden Guinea" muscatel really had the effect of making that wine widely known only as something to be determinedly avoided.

Whether it is wise to advertise in this rather oblique fashion is at least doubtful. If taken at its face value the advertiser's injunction is likely to defeat their object; and if duly discounted it leaves the suspicion that they are somewhat disingenuous.

The "Star-turn" series of displays issued to advertise "Abdulla" cigarettes, of which we illustrate three examples, is in its own way very well done. The illustrations, by Mr. Lewis Baumer, are genuinely comic and the verses accompanying them are also full of pointed humour as well as being distinctly neat in craftsmanship. Looking at them strictly as advertisements designed "to sell the goods" we are less assured of their merits. The connection of the matter, pictorial and literary, with the article advertised is of the most exiguous: and it is not

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For many years the grand

CHRISTMAS DOUBLE NUMBER

of the

WINDSOR MAGAZINE

has, by general consent, been FIRST among productions of its kind.

IT WILL BE FIRST IN 1917

and no advertiser who wishes to reach fireside circles can afford to miss it.

Its wealth of superb Illustrations, and its array of FICTION and IMPORTANT ARTICLES by leading writers of the day, will be found, on publication, fully to sustain this claim.

No increase of rate for this special issue—
still only ***£25 per page*** *and pro rata.*

APPLY FOR SPACE TO

Advertisement Manager
WINDSOR MAGAZINE
Warwick House, Salisbury Square
LONDON, E.C.4.

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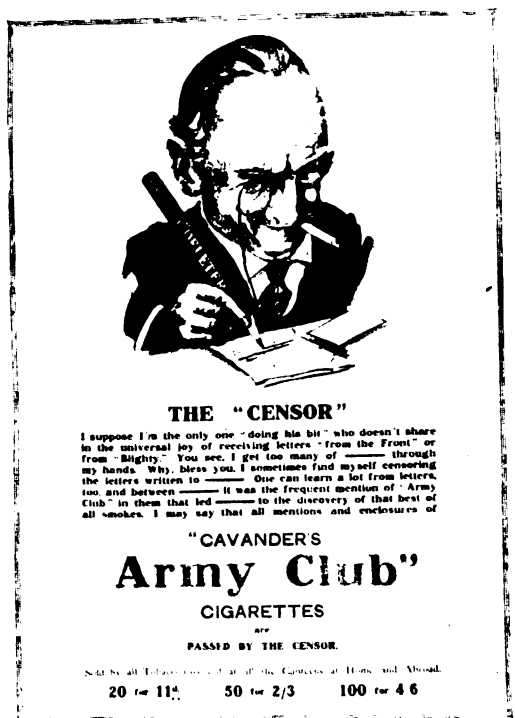
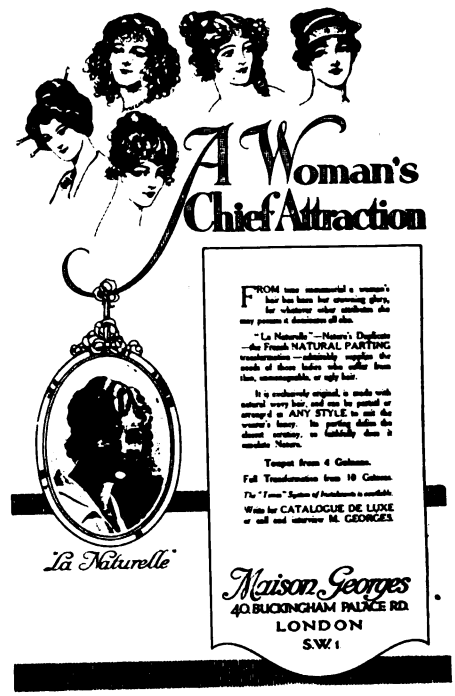
strengthened by so much as a line or two of straightforward selling talk. There is, indeed, nothing beyond the name to indicate that the cigarettes are, as we presume is the case, of the Turkish variety. It is to be feared that a large number of those who come upon these displays will be very much interested in the advertisements and not at all interested in the goods. A certain amount of useful "general publicity" will, no doubt, be secured; but Press advertising can do more than keep a name in the public eye.

In the advertisement of Price's "Court Bouquet" soap an endeavour has plainly been made to suggest superlative quality. If it is in a measure a failure it is owing to an illustration poor in drawing and most amateurish in its pencraft. It is the more to be regretted that such a third-rate illustration was used in that the general design of the display is good and the lettering and type quite distinguished in appearance. Unless appearances are misleading here is a plain case of "spoiling the ship for a ha'porth of tar."



LIVELY "GENERAL PUBLICITY"



VERY ATTRACTIVE

Our reproduction of the "Army Club" full-page display which introduces the "Censor" fails to do full justice to a coloured original in which the almighty blue pencil appeared to great advantage. The advertisement as a whole formed an unusually bright piece of advertising of the reminder variety. No attempt at real salesmanship is made in it; and this is in almost all cases to be regarded as a shortcoming in Press advertising. When the advertiser has the opportunity to speak a well-chosen word or two in recommendation of his commodity he should not fail to take advantage of it.

Each kind of advertising has its own peculiar virtues and limitations; and they should be recognised. The advertiser who uses posters in the Press, or Press announcements on the hoardings is not likely to get a "best possible" in results from the media he employs.

A particularly good-looking display, belonging to a class that for

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My Portrait

I AM only a bottle, but experts say that the advertising campaign in which I figured has been the outstanding success of the war period. I have advertised myself and my contents to good purpose and I now deem it an honour to pay tribute to the advertising man who evolved the salesmaking campaign of which I was the central figure.

I suggest that *you* write to him at the address given below. Maybe he can give your product as original a send off and secure equal success as I enjoy. In any case you will not regret having consulted him. Take my advice and do it.

The advertising man who creates and guides the advertising of Haig & Haig is

W. S. CRAWFORD

of

W. S. CRAWFORD Ltd

Producers of Advertising that Sells the Goods

25 CRAVEN HOUSE, KINGSWAY
LONDON, W.C. 2

TELEPHONE - - 5069 REGENT

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ONE-THIRD WASTE SPACE

AN UGLY DISPLAY

some undiscoverable reason is commonly lamentable in quality, is that of the "Maison Georges." It is marked by a daintiness and distinction eminently in keeping with its subject; and in it the attractions of sound lettering, illustration appropriate in style as well as subject, and a well-considered

"WHAT'S IN A NAME?"

"placing" of the several elements all play their part in a successful achievement. In the original from which our illustration was reproduced the pendant contained a half-tone rendering of a highly-finished drawing, and the effect of this in giving added "quality" to the whole display we are unfortunately only able very inadequately to suggest.

In the advertisement of "Khoosh Bitters" reproduced on this page, we have an example of a poor illustration which is allowed to occupy far too much of the limited space at the advertisers' disposal. If it is proposed that an illustration should form an important part of a display it is always worth while for advertisers to spend the guinea or two "extra" that will secure them a drawing that really has some power to attract. If they are not prepared to do this they would be well advised to dispense with illustrations altogether.

Ugly lettering for heading and name-block and clumsy decorative adornments do much to destroy the value of an appeal largely depending upon a suggestion of good taste for its effect in the announcement of Messrs. Williamson and Cole. The advertisers should set before themselves the qualities that are demanded in the goods advertised and then endeavour to express these same qualities by the appearance of their advertisements.

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Newspaper readers will be slow to believe that advertisers can do for their customers what they show no sign of being able to do for themselves.

The American Cockroach Co. offers what to many would no doubt be a very attractive proposition. It is, however, a trifle unfortunate that the name suggests that they are purveyors rather than destroyers of cockroaches. Such a name might with advantage be kept in the background of all advertisement displays; it is certainly not such an attractive feature as to deserve the limelight accorded to it. The only virtue it possesses is that of being easily memorised.

Partly by the amount of matter, but more by the manner of its display, the "Insectox" advertisement has been made as unreadable as an advertisement well may be. Only the most determined reader would ever take the trouble to discover what the advertisers have to say for themselves. The blue pencil might be used freely on the copy without damage to any essential explanation or argument, and the typographical display could without difficulty be simplified and made more inviting.

UGLY AND OVERCROWDED

Stories of Successful Selling Methods

Reprints will be sent post free to any bonâ fide advertiser, in any part of the world, on application.

IT is always worth while to see how other people have obtained the results for which one is striving. We have therefore reprinted three stories relating to advertising campaigns recently originated and carried out by us in our clients' interests.

These stories were told in "The Advertising World," "The Advertiser's Weekly," and "Selling and Advertising." They show what our work looks like from the well-informed and independent observer's point of view.

CHARLES POOL & CO., LTD.
180-181 Fleet Street, London, E.C.4.
Telephone: City 1473-4. **Telegrams: "Advexero, London."**

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A NEW MOVEMENT IN ADVERTISING

By Mr. CARL HUNT, Editor of "Associated Advertising."

THE FOLLOWING notes are from a letter from Mr. Hunt which has lately come to hand:

"I was very much interested in some comments which you recently made on the work of the National Advertising Advisory Board and particularly upon the 'Chicago plan,' because I have seen some more recent workings of this plan which also, I am sure, will interest you.

"The idea of enlisting the interest and support of people in various good movements and of turning this interest into paid advertising space is going to make a very great difference in the promotion of many good causes in this country, I believe.

"In the past, American advertising men have often believed that paid advertising space should be used for the promotion of good causes, but in the past it has not been possible to convince the managers of charitable institutions and other such worthy organisations that paid advertising space would pay. They have always been afraid.

"Now, following the success of the Chicago plan in relation to the sale of space to business men for Red Cross and Liberty Loan advertising, we have a solution.

"Just as one example of the application of the idea—and there have been applications of it in a number of places—let me describe a campaign which was recently put on here in Indianapolis. Indianapolis is a city of 275,000 in the Central West. We have in this city a number of charitable societies which deal particularly with the summer health of babies. Each summer we have celebrated what we call 'Sympathy Saturday,' a day upon which everybody in Indianapolis has an opportunity to give to these causes.

"In the past, Sympathy Saturday has been promoted through various kinds of publicity, but most particularly by the use of free news matter in the newspapers. The papers, naturally interested in good causes, open their columns to us, and are very glad to do so.

"But this year Merle Sidener, of the Sidener-Van Riper Advertising Agency (who, by the way, is Chairman of the National Vigilance Committee of the Associated Advertising Clubs), was Chairman of the Sympathy Saturday Publicity Committee, and he applied the Chicago plan to this local situation.

"The result was that solicitors on the several newspapers sold several full pages for the advertising of Sympathy Saturday and Mr. Sidener wrote the copy.

"In every other essential, conditions this year and in previous years were the same. If there was any difference it would seem to have been unfavourable to this year, because the city had just raised approximately a half million dollars for the American Red Cross. The Red Cross campaign had just closed.

"The biggest previous year in the history of Sympathy Saturday was a $7,600 collection. This year, with the same kind of organisation, and other conditions, as I have said, the same, except for the advertising, we collected $20,000.

"One of the most frequent comments that we have heard as the workers came into a local bank that night laden with money was, 'It was easy to get money, because everybody knew about Sympathy Saturday.'

"It seems to me there is an idea here which ought to be exploited in every portion of the world.

"Whenever there is a good cause which richly deserves wide publicity, the sellers on the various advertising mediums will find it extremely easy to get people to buy space to advertise that cause. The publication profits both because of the revenue and because it is thus enabled to use its great power to help worthy causes, and so it establishes itself a little more firmly in the attitude of a public servant."

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Picture Offer

to "De Reszke" Smokers only

This picture, "Irresistible," on antique paper, 15 in. × 10 in., will be sent free to any smoker forwarding to address below a "De Reszke" box lid and 2*d.* in stamps, mentioning Picture No. 50

E. LUCCHESI

"Irresistible"

We could not afford to advertise "De Reszke" Cigarettes if each smoker bought only one box. To make our advertising pay, we have to rely on the smoker's continued purchases, which can result only from the experience gained of the superior quality of "De Reszke" Cigarettes. And our advertising pays us — *well*

SOLD EVERYWHERE

Or post free from J. MILLHOFF & CO., Ltd. (Dept. 70), 86 Piccadilly, London, W.

"De Reszke" *The Aristocrat of* Cigarettes

D

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ADVERTISING A FILM DRAMA

What has been done to recommend "Intolerance" to the attention of the Public.

"INTOLERANCE" IS probably the most remarkable cinematographical performance that has yet been presented to the public.

When all the flamboyant balderdash that has been talked and written about it, as "a new art form," and so on, has been discounted to the full, it may still be regarded as a magnificent series of photographically rendered pictorial compositions that everyone should make a point of seeing.

That it is impossible to see it without suffering is true, for the splendid pictures are unfortunately so shown as to constitute optical assault and mental battery: for us to be able to add that in spite of this, and notwithstanding its exhibition as a kind of pictorial epileptic fit, it should on no account be missed, shows that "Intolerance" offers plenty of opportunities for lively advertising.

The varied attractions of the pictures themselves provide endless material for such magnetically enthusiastic and suggestive descriptions as would infallibly excite in the reader's mind a desire to see the whole series; while the story of their making abounds in striking incident and picturesque detail of even greater potential advertising value.

It is very much to be regretted that these excellent opportunities have been entirely neglected in the advertisements issued to call attention to "Intolerance": though it may be admitted that they have been used in the Press notices for which the advertising expenditure was, perhaps, chiefly intended to provide payment.

There can be no question that if Press notices had been unobtainable the information conveyed by them would have had to be delivered to the public by paid advertisement, if results were to be secured. Because a great deal of more or less "free" publicity could be obtained there was, however, no need to treat space paid for as negligible; which is what the advertisers seem to have done. The appetite awakened, perhaps, by an editorial paragraph could have been stimulated and made urgent by advertisements making the same sort of appeal with emphasis and iteration.

The kind of advertising that has been done is such as provided the originals for the illustrations accompanying these comments. We must confess ourselves unable to discover a single sound argument by which they may be defended.

Everyone will recognise in the Press announcement a reappearance of our ancient and sadly discredited acquaintance, the old-style circus handbill. It noisily hammers for the attention that it has no merit to command on two inky drumheads; and makes true showman use of such well-worn adjectives as "colossal," "wonderful," "grand,"

A PRESS ANNOUNCEMENT

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The National News

The Great National Sunday Newspaper

WILL RESUME PUBLICATION ON SEPT. 30th.

"THE NATIONAL NEWS" belongs to no Party.
It is independent.
"Westminster" is resuming his gossip from "The Smoking Room of the 670"—a feature unrivalled in its piquancy and its accuracy in either weekly or daily journalism.

THE Weekly War Article—the best informed article published in this or any other country—will be continued. Women, who have come forward so nobly in the national emergency, will have their interests specially catered for.

An Attractive New Feature will be

Mr. H. G. WELLS'S

Remarkable Story,

"The Soul of a Bishop."

Long instalments will be published every week. The Editor has also secured articles by the most distinguished writers of the day.

ALL THE UNUSUAL NEWS IN THE "NATIONAL NEWS."

RATE: 20/- per INCH.

Telephone: City 1174 (3 lines).

Advertisement Manager:
HERBERT OWEN,
Temple Bar House,
Fleet Street, E.C.

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and the like. An announcement of this description strides clubfootedly into advertising space to-day with the prehistoric grace that might mark a megatherium cantering down Rotten Row.

Curious folk may remark—no one else will honour such advertising with even passing notice—that the advertisement reproduced does not give a hint as to the nature of the entertainment advertised. There is no indication, even, that the "colossal spectacle" belongs to the realm of "the pictures." Indeed, judging by the prominence given to such items as "grand opera soloists and chorus," "augmented orchestra," and "wonderful American baritone discovery," the uninformed could hardly escape the conclusion that they were invited to a Gargantuan musical debauch.

THE "PRETTY GIRL" PICTURE USED FOR THE POSTER

In matter and manner the display is blatant, vulgar, and stupid. But for the other means of advertising "Intolerance" employed, it could have been relied upon to create the poorest opinion of the "spectacle" advertised in the minds of all but the groundlings.

The poster by which the film has been advertised is of somewhat better quality. It possesses the negative virtue of having nothing repellent in it; which raises it at once to another plane than that to which the Press announcements belong. Of positive virtues it has none. Not in the least does it suggest the nature of the entertainment advertised, for a "colossal spectacle"—to quote the only words describing it that appear on the poster—may be provided in an infinite variety of ways. The "pretty girl" motive of the poster—which is a passable rendering in colour of the photograph here reproduced—would serve equally well, or equally badly, for an advertisement of cigarettes or soap. That, as it is, it is almost bound to be taken as an "Icilma" advertisement at a first glance is no doubt owing to the unfortunate accident that the "Icilma" girl with her fillet-bound hair has become a public celebrity—but it is an accident that might have been counted upon and avoided.

In common fairness we must note that for the advertising material issued in connection with "Intolerance" the British agents who have handled the campaign are in no way responsible. If our information be correct, they had to do their best with what was supplied to them.

That their best was extremely good may be assumed from the fact that they have contrived to make such poor material produce satisfactory results. The advertising, indoor and outdoor, has obviously been "placed" with the utmost skill and discretion.

The expenditure involved in the campaign has been considerable; and we may, at least, compliment upon their courage and enterprise the advertisers whom we have ventured so severely to criticise. £670 was spent in the week preceding the opening exhibition in this country, and the weekly expenditure has since risen to upwards of £800, so that the campaign is not a small one.

We should have liked to have been able to say that the advertisers had made full use of an opportunity exceptional in character; but we were under compulsions to do otherwise that most of our readers will fully appreciate.

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Let us help You ADVERTISE

WE originate ideas and make designs for trade marks—name plates—press advertisements—booklets and catalogues—letter headings—etc. We also make illustrations of works, factories and buildings.

We write copy for one advertisement or a complete campaign: for a small folder or a big book.

Examples of the work we have done will prove our ability to do your work. We should be glad to send a representative set of proofs for your inspection.

Press Advertisement Offer

FOR Three Guineas we will originate the ideas and make pencil sketches for a series of about eight advertisements. We will also suggest head-lines and subheadings wherever necessary. This offer, however, does not include finished designs, copy, or blocks. These are charged for in accordance with amount of work involved.

Name Plate & Trade Mark Offer

FOR Five Guineas we supply a set of pencil sketches of name plates or trade marks, also finished drawing of the selected design. Our knowledge of the various restrictions in the designing of a trade mark is of particular value to an advertiser desirous of securing a mark that will be both distinctive and registrable.

The Patent Office work of obtaining registration undertaken if desired.

Free

OUR FOLDER *"How we can help you"*

SENT POST FREE ON REQUEST

It contains 12 special offers & full particulars of our service

NS

NORFOLK STUDIO

and

NORFOLK SERVICE

Racquet Court, Fleet Street, London, E.C.4.

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CREATING AN AUTUMN SEASON

How Blackpool's Advertising Campaign Achieved a Wonderful Success.

AN ILLUSTRATION showing how a town, possessing the necessary advantages, may by advertising achieve wonderful success in the creation of a season, is afforded in the case of Blackpool. Because the story of the success thus secured is of great interest in itself and also because the example set may be an inspiration to other towns we append a few notes showing what has been done by Blackpool and how it has been done. The notes have been supplied to us by a correspondent who speaks very modestly of the achievement of those responsible. Really the number of visitors attracted to the town was prodigious, running to many hundreds of thousands, and Blackpool has prospered exceedingly. To have kept the place crowded for weeks longer than usual means tens of thousands of pounds in the pockets of the hotel, lodging and boarding-house keepers, of the tradesmen and of the caterers for the amusement of the visitors.

THE CASE FOR BLACKPOOL

Credit must be given to the enthusiastic and courageous advertisers who have made the enterprise so successful. They deserve hearty congratulations. The campaign, it should be added, was not initiated this autumn, but has been developed to a far greater extent than ever before, previous efforts having been on a comparatively minor scale.

And now for the story of what was done. Our correspondent writes:

"The extension of the Blackpool season well into October has undoubtedly been brought about by the enterprise of the Advertising Committee of the Blackpool Corporation under the capable leadership of Ald. Tom Bickerstaffe, J.P., a name that has been long associated with the growth and prosperity of the town. The efforts of the Committee have also been well supported by the forward policy of the large amusement companies whose reputation is world-wide.

"When the suggestion was first mooted that an effort should be made to institute an autumn season it was, of course, essential that the places of entertainment should keep open their doors and provide an array of attractions which would equal, if not excel, the wonderful and varied programmes of the summer season.

"This was a big thing to ask, and demanded an expenditure of a large sum of money on what was to be more or less a speculative venture. But Blackpool, and its people, are nothing if not enterprising, and on being assured that the support of the railway companies might be counted upon to continue a fairly good train service the entertainment companies threw themselves whole-heartedly into the scheme and the results have more than justified their progressive policy.

"Having decided to extend the season the question was how to make its

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OUTDOOR
SOLUS
PAYS

10,000 LOCATIONS
LONDON and PROVINCES

SOME OF OUR CUSTOMERS:—

*Ariel Cycles
*Brown Brothers
*Bradbury Cycles
***Bushmills Whiskey
**Bovril, Ltd.
*Bryant & May, Ltd.
*Campbell's Furnishing Co.
*Edwards' Nooeg
*Ford Motor Co., Ltd.
*Goodrich Tyres
*Mr. Charles Gulliver's 18 Suburban Halls
**Mr. Charles Cochran's Four Theatres
*Cadbury Bros.
*Hobson's Plugs
***"John Bull"
**Lipton's, Ltd.
*"News of the World"
**Price's Patent Candle Co., Ltd.
**Palladium, London
**"People" Newspaper
***"Reynolds's" Newspaper
***"Illustrated Sunday Herald"
*Scottish Motors
*Triumph Cycles
*Veno's Lightning Cough Cure

*Orders since the War
**Renewal Orders during the War
***Orders received to commence after the War

NOTHING TO LET UNTIL MARCH, 1918
- Then only 300/16 sheet Solus Sites -

BORO' T. BILLPOSTING CO., LIMITED

(A. E. ABRAHAMS, Managing Director),

STRATFORD, LONDON, E.15

'Phones: EAST 1490
1491

Depot: ILFORD 773
Telegrams: ABRAHMEND STRAT, LONDON

We have Testimonials from all our Customers
ENQUIRIES PERSONAL ATTENTION

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TEXT AND ILLUSTRATION WELL COMBINED

prolongation known to the public, and especially to that class of visitor who is compelled by force of circumstances to postpone or take his or her holidays in the fall of the year, or to those of the leisured class who are so fortunate as to be able to take a second holiday.

"That the habit is fast growing of having a short spell of rest just prior to the commencement of Winter is beyond doubt, and the change of scene and air tones and braces up the system to face the rigours and vicissitudes of the Winter.

"Bearing this problem in mind the Advertising Committee embarked upon a fairly large and comprehensive scheme of publicity, both in the Press and on the hoardings.

"The success of the campaign was instantaneous. Whereas some ten years ago the town, towards the end of September, had begun to assume a winter aspect, of late years the season has been carried on right to the end of October, but never before with the swing that marks the present year.

"The publicity this season has been confined entirely to the Press, and has taken the form of 6-inch single column announcements in practically all the leading dailies, half pages in many of the popular weeklies, such as *The Sketch*, *Graphic*, *Tatler*, and *Bystander*, quarter pages in *London Opinion* and *The Passing Show*, and half triple or quarter page spaces in several of the Sunday papers.

"In co-operation with the entertainment companies, tramways and hotels, a combined full triple column announcement setting forth the prospective programmes at the various palaces of pleasure, appeared in *The Daily News*, *Daily Dispatch*, and *The Daily Mail*. In each announcement readers were asked to send for copies of the Autumn Season Programme, containing a complete list of the season's events to the end of October, and this programme is posted free of charge, with a copy of the Official Guide, to all applicants.

"The result of the campaign cannot yet be fully gauged, but at the time of writing the town is very full of visitors and enquiries are numerous, whilst it is expected that the season will equal if not surpass those of other years."

The Blackpool advertising manager, it should be said in conclusion, is Mr. G. Batty, and he has been helped in the preparation of copy by Mr Sydney Walton as literary guide, philosopher and friend.

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The Christian Herald

for

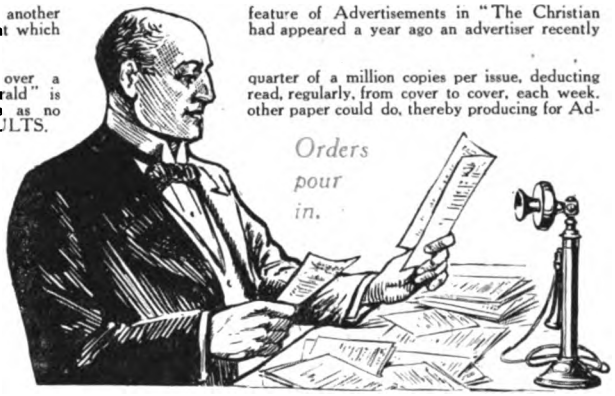
REASONS for the success of "The Christian Herald" as an Advertising medium all revolve around that one great factor—RESULTS.

EVERY keen Advertiser who has tested this medium with a Right proposition in a Right manner has found it worthy of consistent use because it can be relied upon, for it is included in every advertising scheme by those who have once tested its selling power.—RESULTS.

SOME indication of the remarkable pulling-power of "The Christian Herald":—In a recent issue even a four-line Advertisement, repeated only three times, for the sale of two Debentures drew in applications to the amount of over £1,500 by direct—RESULTS.

UNUSUALLY long "life" is another feature of Advertisements in "The Christian Herald." From an advertisement which had appeared a year ago an advertiser recently obtained—RESULTS.

LARGE in Circulation—well over a quarter of a million copies per issue, deducting all returns. "The Christian Herald" is read, regularly, from cover to cover, each week. And it influences those readers as no other paper could do, thereby producing for Advertisers some remarkable—RESULTS.



THERE is hardly a corner of the Globe where "The Christian Herald" does not penetrate, and its readers spend money freely. This is evidenced by—RESULTS.

SO if you have a proposition to make in a paper that is kept in the home and read not once but many times, each copy often having its own circle of readers, advertise your proposition in "The Christian Herald," and get—RESULTS

Apply for Specimen Copies and Rate Card, Advertisement Manager, 6 Tudor St., LONDON, E.C.

ADVERTISING

THAT BRINGS RESULTS

Manufacturers and Agents

who want INCREASED Sales in Gas, Oil and Steam Engines, Motor Tractors—Ploughs, all Agricultural Machinery

SHOULD UTILIZE

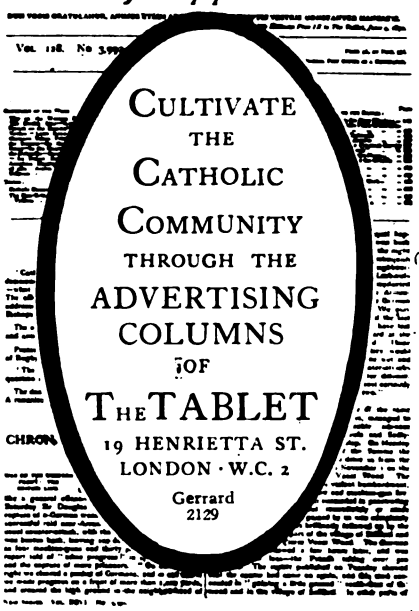
THE IRISH HOMESTEAD

The Organ of the Agricultural Co-operative Movement in Ireland. Founded by Sir Horace Plunkett.

Specimen copies & Advt. Rates from **18 Sth. Frederick Street, Dublin.**

THE TABLET

A Weekly Newspaper and Review



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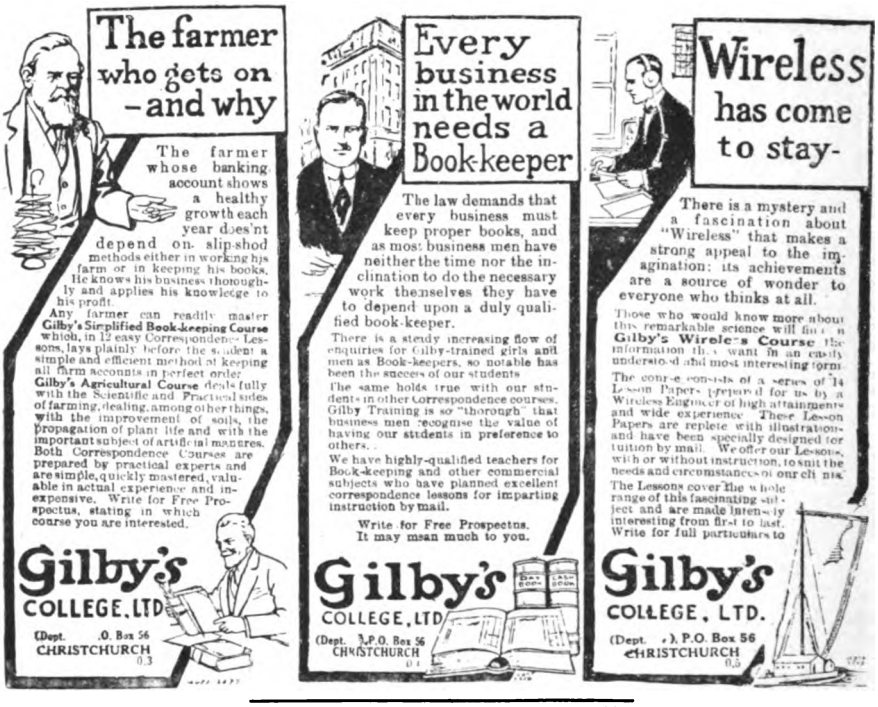

GOOD COPY FROM NEW ZEALAND

OVERSEAS ADVERTISING

Russia.

Writing lately in *The Daily Telegraph*, a commercial correspondent again emphasised the urgent necessity of prompt action on the part of British merchants if they wished to extend their trade with Russia after the war. He pointed out that the Russian merchants had been accustomed by German traders to cheap goods and a large and extended credit, and urged that "any country desirous of supplanting the Teuton must necessarily go forward on the lines of these two requirements." *The Telegraph's* correspondent quoted in support of his argument an "eminent Russian merchant," who complained that the Allies were doing little to resist the German preparations to flood the Russian market with their wares after the war, and added: "Nothing is being done to organise the sales of goods with Allied countries, and we miss very much an organisation such as the Germans had at their command. It is a great mistake to postpone organisation till after the war. The German has already all the necessary knowledge of the Russian market, and he is quite willing to meet the Russian buyer as far as his requirements with regard to credit are concerned. He goes still further by offering any credit required. Russian merchants will never agree to place orders for goods when payment is required in advance." The Russian gentleman went on to point out the importance of catalogues being printed in the Russian language, and added that German agents always carried considerable stocks, so that their offices became branch businesses. He also showed that the German manufacturers were very ready to adapt their wares to the requirements of the purchaser. The correspondent of *The Telegraph* also says that in the Leninite agitation persistent attempts have been made to instil into the minds of the masses that German goods are indispensable to them, thus showing the German influence behind the agitation.

We fully agree that it is essential every preparation should be made now to get a larger share of Russian trade after the war, but we are inclined to think that more is being done now to secure that share than the Russian merchant thinks, and we are not sure when the war is over whether the German trader will be able to give the long credit referred to. May not these promises of long credit be more of that Teutonic bluff of which we have seen a good many examples?

New Zealand.

We reproduce on this page three of a series of advertisements which have been designed by Messrs. Ilott's for Gilby's College, Christchurch. The advertisements occupied small spaces, and they were marked by thoroughly good selling talk, making allowance for limitation of space.

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THE BRITISH ELECTRICAL FEDERATION LTD.

The Might of the Million

If it were possible for you to talk for thirty seconds, to each of 404,000,000 people, it would take 768 years and a half, working twelve hours a day.

BUT by booking spaces on the trams and buses controlled by us you can practically do the same. You can reach over

404,000,000

passengers annually. In addition, your advertising announcement is also read by vast numbers of passers-by.

In these days of paper shortage and difficulty of booking space in the press, tram and bus, publicity is without question the most economical and profitable method of advertising.

J. PEACE, ADVERTISING MANAGER,
British Electrical Federation, Ltd., 1 Kingsway, London, W.C.2

X

There are, of course, many ways of Advertising in Ireland, but the most direct and effective method is through the columns of

THE FAMOUS FREEMAN'S JOURNAL

Born 1763 and still going strong — without any apologies whatsoever

Apply for terms to :
LONDON OFFICE,
118 FLEET STREET, E.C.
or to
W. E. MAGILL,
Advertisement Manager,
FREEMAN'S JOURNAL, Ltd.,
27 WESTMORELAND ST.,
DUBLIN.

Advertisers desiring

information

regarding the industrial districts of the West Riding of Yorkshire covered by "THE BRIGHOUSE ECHO" and "THE ELLAND ECHO" can be

supplied

with special or general particulars on application to the Publishers, Park St., Brighouse.

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Mr. W. G. Lovell, advertising consultant, Auckland, has lately been called up for military service, and is now in training. His business, however, will not be neglected in his absence, for we learn with pleasure of the patriotic action of the partners in the magazine *Reason*—one an advertising specialist and the other a printer—who have arranged to handle Mr. Lovell's work for him and pay a proportion of the revenue to his wife. We trust that the arrangement may work very satisfactorily and that Mr. Lovell's clients will continue to give him their hearty support, so that his financial loss while he is serving his country may be but small. Before starting on his own account Mr. Lovell was with Messrs. Ilott and with Messrs. Meyer Bros. of Wellington, and later with Messrs. Chandler & Co., of Auckland. A recent issue which we have received of *The Auckland Star* shows that Mr. Lovell has been placing quite a lot of advertisements therein, and very good-looking advertisements too. We should think satisfactory business had resulted from them.

Mexico.

A decree has been issued by the President of Mexico providing for the payment of stamp taxes on public notices and advertisements. The provisions of the decree take effect as from July 1st last. The taxes include the following: On notices published in periodicals, 10 per cent. of the value of the notice each time it is published. On notices or advertisements fixed in stores, street cars, restaurants, etc., a monthly tax of 10 centavos for each copy of such notice. Painted notices or advertisements on walls and in theatres, etc., as well as luminous signs: (*a*) For each notice of 1 square metre or less, 30 centavos monthly; (*b*) for each notice of more than 1 square metre and less than 5 square metres, 60 centavos monthly. The nominal value of 100 centavos is two shillings.

The United Billposters' Association.

MR. JAMES G. OWEN, J.P., Mayor of Exeter, has been chosen as president of the United Billposters' Association for the coming year. In his address at the annual meeting, which was held in London, when he was elected, Mr. Owen said that although the times were gloomy and the future uncertain, he was confident billposting was so essential to the community that the members of the association would come into their own again. It was the failure of supplies, not the cessation of demand, that had brought trouble to the industry, and incidentally also to the newspapers. Trouble had arisen from the lack of shipping, the activity of enemy submarines, the embargo on exports from Sweden, the cost of pulp, and consequently the cost of paper, which went soaring up to a point that effectually checked the production of those large posters upon which the members of the association depended to fill the hoardings. The appointment and activity of the Paper Commission put the coping-stone to the edifice of trouble. We could not yet discern the gleam that heralded the coming of a brighter dawn.

The new president owns the business of Messrs. Hawkins & Sons, billposters, and he is also managing director of *The Western Times*, Exeter. He filled the office of Sheriff of Exeter in 1910-11, the first member of his trade to occupy the post, and has been Mayor of Exeter ever since the war broke out. Mr. Owen, too, is president of the South-Western Federation of Newspaper Owners.

In recognition of his services as President of the United Billposters' Association, Councillor J. C. Grime, J.P., of Manchester, has been presented with a gold pendant. The presentation was made in London by the Mayor of Exeter (ex-Sheriff J. G. Owen, J.P.), who has succeeded Councillor Grime.

The Publicity Record Section of the National War Museum is collecting and recording all forms of publicity matter issued in connection with the war, and asks that gifts should be sent to the Keeper of the Publicity Records, at the National War Museum, H.M. Office of Works, Storey's Gate, Westminster, S.W.1. Each gift will be officially acknowledged, and each exhibit in the Museum will bear the donor's name.

SUNDAY CHRONICLE

reflects the views of the most thoughtful writers of the day, thereby gaining a reputation as the Sunday Newspaper of distinction, and attaining a wide circulation among those classes of the community who appreciate literary tone and quality. It is a very responsive advertising medium.

46, Shoe Lane, E.C.4.

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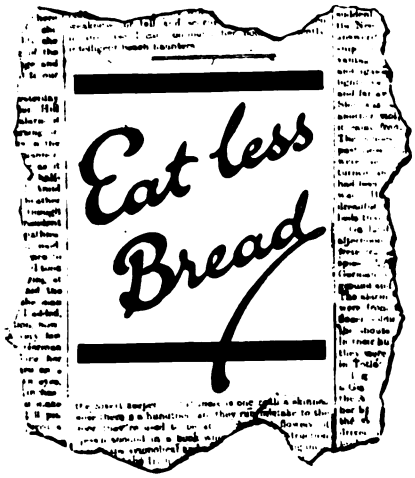
"Let us help you Advertise

John Bull came to Norfolk Studio



WHEN the Government wanted to impress on everyone the message "Eat less Bread," the department responsible for the advertising naturally came to the Norfolk Studio for the design.

You have probably noticed how this *little* advertisement commanded attention. Its prominence is altogether out of proportion to its size.

This shows the wisdom of having advertisements designed by men who know how to do the work well.

Blackpool came to "Norfolk"

ANOTHER of our valued clients is the Blackpool Corporation. Their advertising manager, Mr. G. Batty, has entrusted us with the work of designing his advertisements for several seasons. If you have not seen these advertisements in the press, we should be glad to send proofs for your inspection.

These are two instances of the many ways in which we can be of service to advertisers. Others are mentioned in our circular which gives ten special offers of help with our approximate charges.

Write for Circular
"How We Can Help You"

NORFOLK STUDIO

***The* HOME *of* IDEAS *for* ADVERTISERS**
RACQUET COURT, FLEET ST., LONDON, E.C.4.

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SUBSCRIBERS' ADVERTISING

In this section we review each month the Advertisements and Advertising Literature, and answer the questions pertaining to their advertising, sent by our Subscribers, free of charge. Subscribers are cordially invited to ask our opinion upon any advertising matter. Replies and reviews will be dealt with under assumed names if desired.

MESSRS. PRICE'S PATENT CANDLE CO., Battersea, send us one of their latest showcards, designed to advertise their Buttermilk Soap. It is sure to win favourable notice. The board is 12 inches wide by 19 inches high, and on it is printed in

AN ATTRACTIVE SHOWCARD

colours from a pastel drawing the head of a beautiful girl, a brunette with masses of chestnut-brown hair. The drawing is not beyond criticism, but the artist, Mr. Matthews, has presented a very taking picture, and the reproduction is excellent. The pale cream of the slightly granulated board harmonises well with the colour scheme of the head, and the few words on the card have been well placed and are printed in wisely chosen lettering, the word "Price's" being in blue and "Buttermilk Soap" in black. The printers, Messrs. E. S. & A. Robinson, of Bristol, may be heartily congratulated upon a very successful achievement. It owes much of its happy effect to its simplicity, and is turned out in good style. It suggests, too, the high standing of the firm who make the soap.

MESSRS. RUSTON, PROCTOR & CO., engineers, Lincoln, forward us a set of four blotters which they send out in a well-designed wrapper explaining that they are issued "in the belief that they will help you to solve your ever-present problem: how to obtain more economical production of power." The blotters are devoted to advertising the Ruston (Patent) "Wood Refuse" suction gas producer, and the case in its favour is stated with a terseness and force which should certainly command the attention of every manufacturer into whose hands the blotters come. They are printed in red and black with line illustrations.

MR. ROBERT HILL, Advertising Service, Christchurch, New Zealand, forwards us several specimens of his work, some of them consisting of newspaper advertisements and the others of booklets. We can congratulate Mr. Hill on his productions. The newspaper displays present an attractive appearance, and good choice has been made of type, while the spacing and arrangement of the matter is effective, due appreciation being shown of the value of "white." A good many line illustrations are employed, the advertisements being designed for use on comparatively rough paper. Nothing very ambitious has been attempted, but the productions are workmanlike and the copy is well written. As to the booklets we can congratulate Mr. Hill on his choice of cover papers, for in their selection he has shown much taste, but we think it was rather a pity that he was always content to use plain, white glazed paper for the inside pages. In appearance the contents of the booklets do not quite come up to the promise of the covers. Could not a little more inventiveness have been displayed therein, as by the occasional choice of antique or coloured or matt papers? Also by the use of entirely different papers for the covers and the contents they seem to be rather divorced the one from the other. Mr. Hill was working for high-class firms, so we think the little extra expense incurred could have been afforded and would have been well repaid by the increased suggestion of good style which would have

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been imparted. The pages are, however, well laid out, and in one of the booklets very dainty little tail-pieces have been employed.

THE QUALITY GARAGES, haulage contractors and public garage owners, Liscard, Liverpool, forward us a copy of the second issue of their house-organ, "The House of Quality," a distinctly good-looking production. It consists of twelve pages and covers and measures 5½ by 8⅜ inches. The greater part of the text matter is set in ten-point Westminster Old Style, and for initial letters and as a background for some of the half-tone blocks a second printing in a yellow-brown shade has been used with happy effect. The rough-surfaced cover is of sage-green on which is a large panel, printed in black, cut away to show the lettering in the green of the cover paper. The text pages are printed on a good quality glazed white paper. The booklet is produced in capital style and well printed, but we think the effect of using in parallel columns leaded and unleaded type is not quite happy, and on one page the types used have been too much mixed. Also we suggest that a better effect would have been given to the pages if there had been wider margins; as it is, the letterpress comes too close to the edge of the page. One other suggestion we have to offer is that the portraits on page two with backgrounds cut away would have looked nicer if the lower edges had been vignetted instead of being cut off square. The text matter of the booklet should, we think, be useful in furthering the interests of the firm.

MESSRS. C. A. VANDERVELL & CO., LTD., electrical engineers, Acton Vale, forward us a booklet they have lately translated into Russian at the request of the Government of that country. It is a copy of their "Running Instructions," and in its cover of deep blue linen-grain paper, with text pages of Cambridge blue, it presents a very attractive appearance. We offer our congratulations to Messrs. Vandervell on the compliment which has been paid to them.

BUSINESS GOING OUT.

The Warland Dual Rims for motor-cars are being advertised a good deal in the illustrated weeklies at the present time by the Warland Dual Rim Company, Aston, Birmingham. The advertising is being placed by the Gray Company.

The whole of the publicity for the spectacle "Intolerance," at the Prince's Theatre, is being undertaken by Messrs. Chas. Pool.

Messrs. J. Ilott, Ltd., Wellington, New Zealand, are responsible for the advertising campaign in the Dominion for the Auto Milkers and for Mallinson's Oil Dip. They have produced a new series of attractive advertisements from subjects not easy to handle in illustration.

The Grado Manufacturing Co., Pershore Street, Birmingham, are advertising their Grado Vaporizer. The business is being placed direct.

Messrs. Hannaford & Goodman are undertaking the publicity for "Kinto" horse food on behalf of Messrs. T. T. Chard & Sons, Valenta Mills, Bristol.

The "Don" Clothing Co., Holborn Viaduct, E.C. 1, have been taking a good deal of space lately to direct attention to their special lines. The campaign is in the hands of Messrs. Smiths' Advertising Agency.

Messrs. A. J. Wilson are responsible for the advertising of the Wallis Junior Farm Tractor for the Ancona Motor Co., Ltd., 78-82 Brompton Road, S.W. 3. Large spaces have been taken.

Messrs. A. J. Greenly & Co. are handling the following new accounts: Haigh's (Oldham), Ltd., lathes; Messrs. George Ellison, control gear; and Sapon, Ltd., soaps.

Messrs. Smiths' Advertising Agency are placing the advertising for Messrs. Jones, Bridgeman & Co., Mincing Lane, tea dealers.

Dr. Deschamps' Iodhyrine, a preparation for reducing obesity, is now being advertised in the high-class weeklies, the publicity campaign having been placed in the hands of Messrs. W. J. Southcombe.

EVENING STANDARD

gives authentic news, it views free from bias, and its general contents are marked by a high standard of literary excellence. Best for advertisers appealing to the upper middle classes in London and the Home Counties.

46, Shoe Lane, E.C.4.

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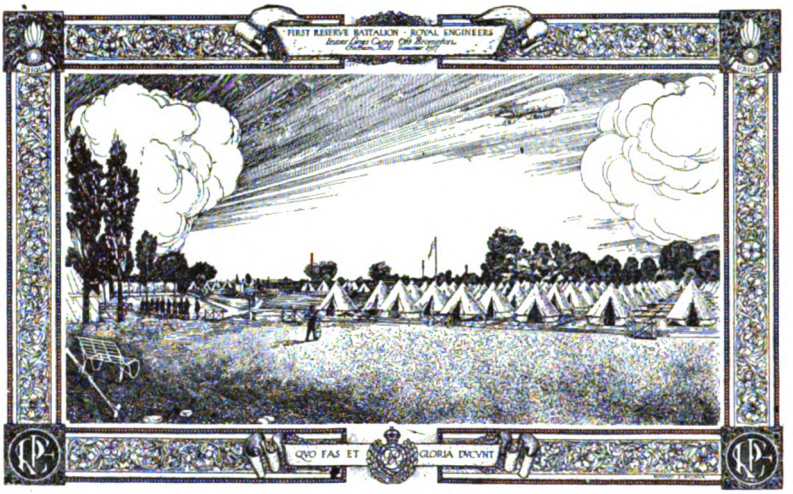

FROM A DRAWING BY MR. BERNARD PALMER

ITEMS OF INTEREST

Mr. Richard G. Brewster, second son of Mr. W. T. Brewster, manager and secretary of *The Irish Independent*, has been gazetted 2nd Lieutenant in the South Irish Horse.

Mr. Bernard J. Palmer, whose work as a designer of advertising matter we have often favourably reviewed when he was working at Streatham, lately left for France. He is in the First Reserve Battalion, Royal Engineers, and for some time had been stationed at Chatham. Mr. Palmer has sent us a reproduction of a clever pen-and-ink sketch of the camp which he had made just before leaving for the Front. With its beautiful decorative border, so characteristic of his work, it constitutes an interesting souvenir.

Mr. D. Glen MacKemmie, who has been advertising manager of *Scottish Country Life* since its foundation in January, 1914, has been appointed joint secretary of the Harry Lauder £1,000,000 Fund for Scottish Sailors and Soldiers. Of this fund Lord Rosebery is Hon. President and Mr. Harry Lauder chairman.

After serving eighteen months in the Army, Mr. Frederick W. Carter has now returned to the staff of *The Gentlewoman* and Press Printers, Limited, of Long Acre, W.C. On joining the Army Mr. Carter served with the Royal (Frontiersmen) Fusiliers (Driscoll's Legion of Frontiersmen), and was afterwards transferred to an Infantry Record Office.

We regret to record the death, early in the month, of Mr. Frederick Thomson, for the last thirty years a partner in the firm of Messrs. D. C. Thomson & Co., proprietors of *The Dundee Courier*, *The Weekly News*, and other papers. Mr. Thomson, who had been in failing health for some time, passed away at Dundee. He was a son of the late Mr. William Thomson, shipowner and newspaper proprietor.

The Witherby Advertising Co., Ltd., has been registered with a capital of £500 in £1 shares, to carry on business as advertising agents, printers, publishers, etc. The first directors are Messrs. G. Witherby, H. F. Witherby, and C. H. Rigg.

The will has been proved at £266,727 gross of Mr. William Isaac Iliffe of Warwick, head of the firm of Messrs. Iliffe & Sons, newspaper proprietors and printers, of Coventry. The personalty was of the net value of £180,490.

The will has been proved at £186,262 of Sir Richard Burbidge, Bt., managing director of Messrs. Harrod's Stores, Ltd. The figure named includes personalty of the net value of £10,998. The testator gave £5,000, and also a sum of £560, presented to him on the 25th anniversary of his management at Messrs. Harrods, to found a pension fund, to be called the "Richard Burbidge Staff Benefit Fund," for the benefit of members of the naval and military forces who may be discharged on account of wounds or incapacitated whilst on active service, and who were employees of Messrs. Harrod immediately before enlistment. The testator added, "I piously hope that the directors of Harrod's will grant a further sum of £5,000 for the same purpose."

The premises of the Electrical Federation in Kingsway having been requisitioned by the Government, the company have taken temporary offices at the Manchester Hotel, Aldersgate Street, E.C.1.

The Supplement to *The Board of Trade Journal* of September 6th contains complete lists of articles which, according to the latest information received by the Board of Trade, are prohibited to be exported from Norway,

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Portugal, Russia, Spain, Sweden, and Switzerland. The Supplement also contains a reprint of the United Kingdom Contraband List in its present form.

Messrs. F. R. Thorold & Co., Johannesburg, are in want of a correspondent in London, Manchester, and New York and in other American towns, who would be able to canvass for advertisements for the papers for which they are the sole advertising contractors.

The head offices of the Wood-Milne Co. have been removed from Ribble Bank Mills, Preston, to 21 Albion Street, Gaythorn, Manchester. The advertising department is among those which have been removed, so our readers would be well advised to take note of the change.

The members of the Aldwych Club Debating Circle resumed their "after-lunch talks" on the 18th, when Mr. Frederick Grundy, just back from Sweden as the special correspondent of *The Daily Express*, spoke on "The Situation in Sweden." Mr. Grundy, who, by the way, is a relative of the distinguished dramatist, had been to Sweden to study the question of the proposed international peace conference. His remarks were devoted, however, rather to the general situation in the country and were of a most enlightening character. He gave a vivid and most useful picture of the conditions—political, social and economic—now prevailing in Sweden and those who had the pleasure of listening to him came away from the meeting much better informed than they went to it. The chair was taken by Mr. G. J. Orange, and at the close the thanks of the meeting were conveyed to Mr. Grundy, on the proposition of Mr. Thos. Russell, seconded by Capt. Bridges.

The announcement of the forthcoming publication of the Christmas number of *The Windsor Magazine*, which appears in our advertisement pages, serves as a reminder that advertisement managers and editors are busy in preparing the Yuletide issues of their respective publications. In the early days of the war it was generally felt that the fight would mean the death of Christmas issues, that the public would be too absorbed in the anxieties resulting from the titanic conflict to care about such minor matters as special numbers. The same thing was said about theatrical and other entertainments, yet today we find the theatres drawing big houses. So do the Christmas numbers promise to draw big stores of advertisements. Both forms of entertainment and instruction have survived the perils that threatened them, and are as popular as ever. It is, however, to be noted that the Christmas issues are later in going to press than they used to be. That probably is no loss, but rather a convenience, to advertisers, who can thereby keep their announcements more in touch with current events.

Reappearance of "The National News."

The National News will reappear on Sunday, the 30th, the difficulties which led to its suspension early in July having been definitely overcome. The paper, we are authoritatively informed, has now been placed on a thoroughly sound financial basis.

The policy of *The National News* as before will be non-party, the aim being to promote the national and indeed the Imperial welfare. It will accord a strong support to Mr. Lloyd George as the head of the Government in this time of great stress and will advocate a vigorous prosecution of the war. As the paper belongs to no party, it will be thoroughly independent, and this being the case it should enjoy very widespread support at a time when the Empire calls upon all its sons to rally round the flag, irrespective of their pre-wartime views.

The interests of *The National News* are not, however, to be confined to political questions, for all aspects of life will receive attention, financial, social, dramatic and literary among others. A feature of the first of the revived issues will be the publication of a large instalment of Mr. H. G. Wells's new novel *The Soul of a Bishop*, which will appear week by week. A thoroughly efficient staff of contributors has been secured, and the news service will be of the best. Women's interests are to be fully dealt with.

Mr. Herbert Owen has again taken up his duties as advertisement manager, and his energy, popularity and long experience constitute a valuable asset. The paper will be widely advertised, a fact advertisers should not overlook, and as a high-class publication it will go to readers who must be considered by those who seek to reach the well-to-do public. A vigorous publishing campaign is to be undertaken. Last, but not least, the price will be one penny.

"The Teacher's World."

THE ENTERPRISING conductors of *The Teacher's World* issued early in the month a special "Endurance Number," the object being to inculcate in the children, through their teachers, the great lessons of courage and endurance that alone can bring victory in the present struggle. The number, which ran to forty pages, attained a high standard and in it were many thoughtful contributions. An inspiring pronouncement had been sent by the Premier, and it included the following passage which should be remembered by all who stay at home: "It is not the people who endure the greatest hardships and the greatest trials who grumble." One feature of the number was the request that a million girls and boys should write letters to soldiers and sailors during the week of the paper's currency offering them encouragement in the struggle. This was set forth in the two centre pages, with illustrations showing soldiers at the front receiving letters from home. The issue carried a fine display of advertisements, totalling seventeen pages, and we are glad to note that so many advertisers showed their appreciation of *The Teacher's World* as a splendid medium for reaching the circle to whom it is addressed. Several of the advertisements were written to suit the occasion and the majority came from old and loyal supporters of the paper.

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NOTES ON MEDIA

"THE SKETCH"

A VERY considerable amount of interest has been aroused by the appearance lately in *The Sketch* of a double-page article dealing with Messrs. Watney's Wandsworth Distillery. The matter was written in the form of an editorial article, and illustrated as such, and it told the very remarkable story of the sudden transfer of the century-old Wandsworth Distillery into a flour mill, a transfer of a most unusual character which has, however, been most successfully effected. The transfer was the result of peremptory orders from Government that distilling was to cease immediately, and so Messrs. Watney resolved to convert their premises into flour mills rather than let them lie idle. Their action was prompt, plucky and enterprising, and we are glad to hear that there is little doubt of its successful issue.

"THE TIMES OF INDIA"

A VERY fine Imperial Trade Supplement was lately produced by *The Times of India*, and it should prove really useful to all who do business with that country, while it affords also very stimulating reading for those firms which do not at present trade with our great Dependency, but are wise enough to be thinking now of means by which they may increase their overseas trade. The opening article, entitled "Scope of India's Market, 315,000,000 Buyers," gives the keynote to the entire production, and shows how trade, great already, might be enormously increased with this vast and wealthy country now enjoying much prosperity. Indeed, the possibilities of trade with India are almost illimitable, for the people have the money to spend and are willing to buy.

The supplement runs to 64 pages (12 inches by 18 inches), exclusive of covers, and carries a remarkably fine show of advertisements which occupy 39 pages, again exclusive of covers. It is interesting to note the names of some of the chief advertisers, for it is further evidence of the standing of the paper in Anglo-Indian circles. The advertisers include Sanatogen, Callender's Cable and Construction Co., Messrs. Richardson & Cruddas, Messrs. Bird & Co., the Grahame-White Aviation Co., Vislok, Onoto Pens, the Scottish Tube Co., the Goldsmiths' and Silversmiths' Co., Messrs. Turner Bros. Asbestos Co., the Crossley Motors, Messrs. C. A. Vandervell, the Humber Cars, Auto-Carriers, Commer Cars, Sunbeam Cars, the Austin Motor Co., Clincher Tyres, Hall's Distemper, Messrs. Nobel, Messrs. Mather & Platt, Messrs. Allen & Hanbury, Horlick's Malted Milk, Viyella, Swan Pens, the British Dominion Insurance Co., Messrs. Cook (St. Paul's Churchyard), the Lanston Monotype Co., Thermos Flasks, Sanaphos, Messrs. Lipton, Sanagen, and Messrs. Grindlay.

The finely designed cover, showing a great liner drawn up alongside an Indian quay, constitutes a worthy introduction to the number.

"NASH'S MAGAZINE"

THE editorial policy of *Nash's* is evidently responsible for the remarkable increase of sales during the past twelve months. For the last six months each issue has been sold out within a few days of its publication. *Nash's* appears to have sensed the varying tastes of the public to a remarkable degree. John Galsworthy and Philip Oppenheim have signed contracts for articles for a period of five years. Miss Marie Corelli's new serial commences in the November issue, and with the January number will start a new story by W. J. Locke, and the long-promised autobiography of Mrs. Langtry. With such a menu there is little doubt that *Nash's* will continue to increase its already great hold on the public.

"THE NORTHERN ECHO"

THE town of Darlington celebrated the jubilee of its incorporation as a borough on September 13th and in honour of the occasion *The Northern Echo* that day brought out a special issue. The feature of the number, which consisted of twelve pages (good value indeed for a halfpenny) was a history of the town which dates back to the Conquest. This history was illustrated by most interesting reproductions of old prints and portraits. The number carried a very fine display of national and local advertising, running in all to about 45 columns.

Another event in the history of Darlington has been the extension of the premises of *The Northern Echo*, the formal opening taking place on September 13th, and the very influential nature of the gathering at the ceremony showed the important place which the journal occupies in the esteem of the people of the town and county. The ceremony was performed by Mr. Arnold S. Rowntree, M.P. Afterwards the company were entertained to lunch, Mr. Rowntree presiding. Sir Chas. Starmer, in the course of his speech, recalled with pride the fact that *The Northern Echo* was the first halfpenny morning newspaper. The laying of the Dover-Calais cable in 1858, he said, and the formation of the Press Association in 1870, when the telegraphs were taken over by the State, gave a great stimulus to provincial papers, and brought them into a position equal, if not superior, to that of the London papers.

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THE "ADVERTISING WORLD" LAW REPORTS

War Deductions from Wages.

IN THE City of London Court, on September 4th, before Judge Atherley-Jones, K.C., an action was brought by Mr. George A. Carter, deputy letterpress overseer, Rosebery Avenue, Clerkenwell, against Sir Joseph Causton & Sons, Limited, printers, 9 Eastcheap and Clapham Road, to recover £24 10s deducted from the plaintiff's wages.

Mr. Lever, for plaintiff, said that when war was declared there was a suggestion that some deduction should be made by the defendants from the men's wages, and some part of the wages of other men had been stopped from that date. The firm deducted £1 from defendant's wages without any explanation. Plaintiff did not know how the deduction had been arrived at. £1 a week was deducted until December 4th, 1914, and after that only 10s. a week, but always without any reference to the plaintiff at all. The deductions went on until March 1915 at the rate of 10s. a week, when they ceased. The defendants were thus possessed of £24 10s. of the plaintiff's money which they refused to give up. Mr. Hildred Causton had suggested that owing to the war there was a prospect of work falling off and short time having to be resorted to. It was suggested that the moneys should be subsequently repaid. Plaintiff had never voluntarily acquiesced in the deduction being made from his salary. Defendants' profits in 1912 were £13,000, but in 1915 they had increased to £18,222. That, in the view of the plaintiff and his co-workers, materially strengthened what they regarded as a moral claim for the return of the wages.

Plaintiff, in his evidence, said the defendants, when asked to refund him his wages, refused to do so, saying that if they acquiesced they would have to pay the other people as well. Witness denied that he agreed to the reduction sooner than be dismissed.

Mr. Edward Bryant, defendants' late overseer, said he was quite sure that when the deduction was made Mr. Hildred Causton told him the money would be refunded to them "if trade bucks up." He had sued the firm for his own deductions, and had recovered.

For the defence, Mr. Hildred Causton, defendants' manager at the Clapham Road branch, denied that he had ever agreed to pay back the deductions. Plaintiff assented to the deductions, and did not give notice to leave when the one-third was retained. Plaintiff's wages were afterwards put back and war bonuses of 6s. 6d. weekly paid, but he was not entitled to the refund. Defendants justified keeping the money now, because the war was still on, and no one knew where they would stand even yet.

Judge Atherley-Jones found for the plaintiff, with costs, and said that the deduction was only intended to be temporary and to meet war risks.

Racing Circulars.

AT THE Mansion House Police Court, on August 24th, Miss Gladys Hale, of Fleet Street and Purley, was summoned at the instance of the Commissioner of Police for dispatching through the post to Mr. S. A. Bigmore, of Haverhill, Suffolk, certain advertising circulars relating to Newmarket racing, in contravention of the Restriction (Paper) Order, 1917.

Mr. Vickery, in support of the summons, said the facts were brought to the notice of the authorities by the recipient of the circulars. Defendant very readily and straightforwardly admitted that she sent the circulars, and added that she had also forwarded similar advertisements to various clients.

Mr. Morris, in mitigation, said defendant was not aware that the order applied to typewritten circulars.

Sir William Treloar imposed a nominal penalty of 10s. on each of the summonses.

EVENING CHRONICLE
(Manchester)

is First in News—First in Interest—First in Circulation.
Therefore it is First in Value as an Advertising Medium.

46, Shoe Lane, E.C.4.

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COMPANY MEETINGS AND REPORTS

Messrs. Harrods' Stores.

At an extraordinary meeting of Harrods' Stores, held on September 5th, to consider a resolution for the extinction of the founders' shares, it was agreed to promote a bill in Parliament to rearrange the capital of the company and to provide for the extinction of the founders' shares. It is proposed that fully paid ordinary shares shall be issued in lieu of those abolished. Sir A. J. Newton, Bt., presided. At a meeting the same day of the shareholders in the Founders' Company the scheme was also approved.

The London Express Newspaper.

The report of this company for the year ended June 30th shows a credit balance of £12,464, which has been devoted to directors' fees, interest on mortgage debentures (£2,226); depreciation of plant (£3,000); commission and discount on issue of balance of debentures and further preference shares and £466 added to £1,770 brought forward, making a total credit balance of £2,236.

Messrs. George Newnes.

The annual report of Messrs. George Newnes commented on the fact that hitherto the company had been helped by the possession of large stocks of paper bought at comparatively low prices before or in the early days of the war. But now the cost of production of the company's papers would increase as paper would have to be bought at higher rates. This increased cost was partly offset by raising the price of the publications and by a steady resuscitation of advertising revenue. The directors point out that while the publications of the company generally had maintained their circulation in spite, in most cases, of the advance in price it was the old favourites like *Tit-Bits* and *The Strand* which continued to exhibit more vitality than ever both in sale and in advertising revenue. The net profit for 1916–17 at £44,200 was £1,200 greater than for the preceding year. A dividend on the ordinary shares of 5 per cent. was recommended, and £28,800 carried forward.

Presiding at the ordinary general meeting on August 31st, Sir Frank Newnes spoke of the continuous rise in the price of paper, but said that happily the board had purchased large stocks at prices far below those now prevalent. They had had to replenish their stocks, but the average prices had enabled them to present the figures shown in the report. It had been found necessary to increase the price of certain of their publications, but circulations had not been adversely affected. The company's advertising revenue had increased, but the cost of production was steadily growing, and it was matter for anxious consideration whether prices of publications could be raised to such a level as would compensate for the increased cost of production. The report was adopted.

Sapon.

A scheme has been prepared for the reconstruction of Sapon, Ltd. The present capital is £120,000—namely, £40,000 preference and £80,000 ordinary, but no dividend has yet been paid. The new company will have a capital of £200,000, consisting of 100,000 cumulative 7 per cent. participating preference shares of £1 each, and 500,000 ordinary shares of 4s. each. Preference holders will lose their preference and receive two ordinary for each preference with 1 per cent. additional interest, the ordinary shareholders receiving one new ordinary for each old share. The holdings of debentures and prior lien bondholders will also be altered. Interest due will not be paid in cash, but in scrip, 50 per cent. in preference shares and the balance in ordinary shares.

Port Sunlight Co-Partnership.

Lord Leverhulme has distributed at Port Sunlight £89,947 value of co-partnership certificates to employees of Messrs. Lever Bros. The total amount now standing in trust deeds is—Ordinary certificates, 645,275, Preferential, 38,270.

Messrs. Raphael Tuck & Sons.

For the year ended April 30th the net trading profit was £11,500. With the addition of £2,249 from the reserve, the Preference dividend has been paid. The accounts show capital reserve £8,845, special dividend reserve fund £15,788, and general reserve £20,042.

Speaking at the annual meeting of Messrs. Raphael Tuck & Sons on September 5th, Sir Adolph Tuck, Bt., congratulated the shareholders on the excellent work the firm had produced considering the difficulties under which they had laboured. Through the war not a penny had been left owing to the cumulative preference shareholders. As to the American company, in which the London company was so largely interested, the results for the past year were more encouraging, and gave promise that when the normal conditions once again prevailed the American business would make up for its losses in the past few years. Last year's veto by the War Office on the dispatch of Christmas cards to America by the public had been entirely removed. The report was approved.

Messrs. Weldons.

The report of Messrs. Weldons for the year ended June 30th shows a net profit, including £11,976 brought forward, of £46,850 as compared with £46,226. A further dividend of 5 per cent. has been declared, making 10 per cent. for the year, the same as for each of the two preceding years. £12,500 is set aside for depreciation, leaving £9,600 to be carried forward.

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THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending August 22, 1917. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

THE DAILY NEWSPAPERS

(COLUMNS)

Date		Times		Telegraph		M. Post		Graphic		Daily Mail		Mirror		Daily News and Leader		Express		Daily Sketch	
		D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.
1917 July	23	12½	15½	17½	24	3½	13½	6⅝	3½	20½	1½	9½	¾	9½	1½	9⅜	1½	5⅝	1
	24	14½	16½	9½	26½	3½	21	3½	4½	19½	2½	9	1	9½	1½	8⅜	1½	5⅝	1
	25	17½	14⅜	12½	25½	5½	15⅝	4½	3⅜	12½	1½	9½	¾	10½	1½	8½	1½	5½	1
	26	17	19	17⅝	23½	3	15½	8⅜	4	20½	2	9	1	10½	1½	7½	1½	4⅜	1
	27	49⅜	14½	9½	19½	5½	9½	6½	5	11	2½	9½	1½	12	1½	4⅜	1½	6	1
	28	8	17½	8⅜	21½	2⅜	15	3½	5	11	2½	8	1½	6½	1½	4	1½	3⅜	1
	30	21½	14½	12	22⅜	4½	11½	4½	3½	20½	2½	9½	1½	7½	1½	9½	1½	7½	1
	31	11⅜	14½	11⅜	25½	8	18½	3	4½	18½	3½	8½	1½	10⅜	1½	9¼	1½	4½	1
Aug.	1	9	14½	8⅜	23½	5	14	3	3½	8½	4½	8½	1½	6½	1½	6½	1½	5½	1
	2	25⅜	19½	6	21	2⅜	14½	4½	3½	2	2½	6	1½	5	1½	5⅜	1½	5	1
	3	9½	14½	6½	18⅜	3⅜	9	3½	4½	11⅜	2	6½	1½	6½	1½	5⅜	1½	5½	1
	4	13½	14½	6	18½	3⅜	10½	3½	3½	2	1½	6½	1½	6½	1½	6	1½	1	1
	6	58½	9⅜	3½	11½	1	8	2	3½	11	1½	7½	1	7½	1	8½	1½	1	1
	7	4½	11½	8½	16	1	12½	2⅜	4½	11½	1½	7½	1	7½	1	7	2	3	1
	8	7⅜	12⅜	3½	21½	3	13	3⅜	3½	11⅜	2	7½	1½	7½	1½	5½	2½	4½	1
	9	13½	19	3⅜	21½	1⅜	14½	3	3½	11	2½	6½	1½	6½	1½	2⅜	2½	4½	1
	10	12½	14½	14½	19½	5½	8⅜	1½	4½	10½	2½	6½	1½	6½	1½	8	2	6	1
	11	3½	19	3½	20½	⅜	12½	½	4½	10½	2½	3	1½	6½	1½	3½	2½	4⅜	1
	13	10½	12⅜	21⅜	10	3	9	4	3½	17	2	4	1½	8½	1	6½	2	6	1
	14	10½	12	3	26	1⅜	18½	4⅜	4½	11⅜	2½	8	1½	9	1	9½	2	4½	1
	15	9½	12	11⅜	23½	4½	13½	2½	3½	11½	2½	6	1½	9	1½	8½	2	4½	1
	16	21½	27	8⅜	23½	2½	15½	3½	3½	11½	2½	4½	1½	8½	1½	7½	2⅜	4½	1
	17	5½	11⅜	7½	19⅜	4½	9⅜	3	4½	11⅜	2½	3	1½	6	1½	6	2	6½	1
	18	6½	14½	6	19½	1½	11	⅜	3⅜	8	2⅜	5½	1½	6½	1½	3½	2⅜	3	1
	20	5½	13½	6½	20½	2	10⅜	3	3½	15⅜	1½	5½	1½	8⅜	1½	8½	2	4	1
	21	9	13½	9½	26½	1½	20½	4	4½	11½	2½	6	1½	9	1½	8	1½	5	1
	22	8½	14½	5	25½	4	14	3⅜	3½	10	2½	3	1½	8½	1½	7⅜	3	5½	1
Total ...		396½	408½	233½	585½	88	359	95	108	329½	62½	143½	41½	216½	36½	186	60½	241½	167½

Date		Daily Sketch	
		D.	C.
1917 July	23	5⅜	1
	24	5⅜	1
	25	5½	1
	26	4½	1
	27	6	1
	28	3⅜	⅜
	30	7½	1
	31	4½	1
Aug.	1	5½	1
	2	5	1
	3	5½	1
	4	1	1
	6	1	1
	7	3	1
	8	4½	1
	9	6	1
	10	4⅜	1
	11	4½	1
	13	6½	1
	14	3	1
	15	4	1
	16	5	1
	17	5½	1
Total ...		126½	16½

WIDTH OF COLUMNS: *Times*, 2⅛ ins.; *Telegraph*, 2⅛ ins.; *Post*, 2⅛ ins.; *Graphic*, 2⅛ ins.; *Mail*, 2⅛ ins.; *Mirror*, 2⅛ ins.; *Daily News and Leader*, 2⅛ ins.; *Express*, 2⅛ ins.; *Chronicle*, 2⅜ ins.; *Daily Sketch*, 2⅛ ins. LENGTH OF COLUMNS: *Times*, 22⅛ ins.; *Telegraph*, 24¼ ins.; *Post*, 23 ins.; *Graphic*, 14¼ ins.; *Mail*, 22 ins.; *Mirror* 13⅛ ins.; *Daily News and Leader*, 21⅛ ins.; *Express*, 22 ins.; *Chronicle*, 19 ins.; *Daily Sketch*, 13⅛ ins.

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THE EVENING NEWSPAPERS

(COLUMNS)

Date	Evening News		Westmins'r Gazette		Pall Mall Gazette		Globe		Star		Evening Standard	
1917.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.
July 23	11½	¾	3¼	2¼	6¼	3	7½	1½	7¼	1½	5	1
24	12⅜	¾	5	1½	10⅜	2	8¼	2	7⅜	1¼	12	3¼
25	11¼	¾	5½	1¼	7	2½	5	1½	7½	1	5¼	1¼
26	11¼	¾	6	1½	17⅜	1¾	10⅜	2	7¼	1½	4½	1⅜
27	10½	¾	8¼	2⅜	11	2	7¼	1½	7½	1¼	11⅜	1½
28	11¼	¾	7¼	2	6	2	3⅜	1½	4	1¼	2⅜	3½
30	10⅜	¾	6¼	1½	8¼	2	7½	1⅜	8	1¼	3½	2⅜
31	11¼	¾	3¼	2	9	2	5⅜	1¼	5¼	1½	2½	13¼
Aug. 1	10½	1	5½	1⅜	8½	2½	5	1½	5½	1½	4½	2
2	11¼	¾	4½	2	12¼	1¼	6¼	1½	5	1¼	5	1½
3	10⅜	¾	4½	2	8¾	2½	4	1¼	6	1½	5¼	1½
4	9½	¾	4½	2	6	1⅜	2½	1⅜	3½	1½	4	2
6	7¾	¾	*	*	*	*	*	*	3⅜	1½	1⅜	3
7	9¼	¾	3⅜	1⅜	7¾	2	5¾	1⅜	5	1⅜	3½	2¼
8	11	¾	4¼	1½	8	2¼	3⅜	1½	8	1½	4⅜	2
9	11¼	¾	3⅜	1¼	8½	2	4¼	1½	4	1¼	5¼	1
10	10⅜	¾	6	2¼	9½	1¾	4¼	1½	5⅜	1¼	4	1½
11	7⅜	¾	4	2¼	7½	2¼	2	1½	5⅜	1¼	2¾	3½
13	10½	¾	3¼	1⅜	6	1⅜	5¼	1½	4⅜	1½	5½	1
14	10¼	¾	3½	1½	8¼	1½	8	1½	5½	1¼	4½	2
15	10	¾	4¼	1¼	9½	2¼	5½	1¼	7	1¼	5¼	1½
16	11¼	¾	3½	2	9½	2½	4¼	1⅜	4⅜	1⅜	4⅜	1⅜
17	9¼	¾	3½	1½	8½	2	3⅜	1½	6	1¼	5½	1¼
18	10⅜	¾	4½	2	9½	1¾	3	1⅜	6	1½	3	3⅜
20	11½	¾	3½	1½	5½	1¾	3	1½	5½	1⅜	5¼	1¼
21	9	¾	3⅜	1¼	6⅜	1¾	5⅜	1½	6½	1⅜	5½	2¼
22	10⅜	1	4½	1½	7⅜	2⅜	4¼	1½	7⅜	1½	5¼	1¼
Total	284	20¾	120¼	47¼	224	54½	136¼	40½	161	38¾	132¼	64¾

WIDTH OF COLUMNS: *Evening Standard*, 2⅜ and 3⅜ ins.; *Westminster Gazette*, 3⅛ and 4⅛ ins.; *Pall Mall*, 2⅛ and 4⅛ ins.: *Globe*, 2⅜ ins; *Star*, 2⅜ ins; *Evening News*, 2⅝ ins.

* Not Published.

THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Tit-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show
1917.						
July 26	10	6	5⅛	5⅛	8½	9⅝
August 2	9	6⅛	5	6⅛	5	10¼
9	7½	6¼	5⅜	6⅛	8⅝	9⅝
16	6½	6¾	6	6⅛	8¼	9⅛
Total ...	33	25¼	21⅞	24⅛	31	38½

THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending	Country Life	Ladies' Field	Bystander	Tatler	Land & Water	Graphic	Sphere	Field	Punch	Illus. London News	Sketch	Queen
1917.												
July 26	43	16	27½	20	13⅜	10	7	13	13½	9	18	16
August 2	38	14	27½	19¼	34	9½	8	22	11⅞	8	14½	19
9	40½	14	25⅜	15⅜	10⅜	8¼	7½	14	11½	8⅜	11½	16
16	39½	12	27⅜	16⅓	15	7	8	15	11⅞	8	15	18
Total	161	56	108½	71½	73½	34⅜	30½	64	46½	33¾	59	69

THE SUNDAY NEWSPAPERS

(COLUMNS)

Date	Observer		Sunday Times		News of the World.		Lloyd's		Dispatch		People		Reynolds's		Sunday Chronicle		Empire News	
1917.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.
July 29	29¼	9	23¼	6½	11¼	3	14	10	12⅜	¾	10⅜	7½	12½	4	9⅜	2½	9½	1
Aug. 5	20⅜	8½	20	5⅜	10⅜	2½	9	9½	8	1	13	8½	11⅜	4	9	2½	8½	1
12	21½	8½	19	7¼	11¼	2⅜	13	9	13½	½	10¼	9¼	11¼	3½	10	2¼	13⅜	1
19	20⅜	7⅜	17	7¼	11¼	2⅜	11½	10	11	1	14⅜	8	13¼	3⅜	9⅜	¾	8⅜	1
Total	92¼	33⅜	79¼	26⅜	44¼	10½	47½	38¼	45¼	3¼	48⅜	32¼	48⅜	15¼	38½	7⅜	40¼	4

WIDTH OF COLUMNS: *Observer*, 2½ ins.; *Sunday Times*, 2½ ins.; *News of the World*, 2⅜ ins.; *Lloyd's*, 2 & 2¼ ins.; *People*, 2 ins.; *Reynolds's*, 2⅜ ins. LENGTH OF COLUMNS: *Observer*, 21⅝ ins.; *Sunday Times*, 22 ins.; *News of the World*, 22⅛ ins.; *Lloyd's*, 10¼ ins.; *Dispatch*, 22 ins.; *People*, 18 ins.; *Reynolds's* 24⅛ ins.

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THE POPULAR MONTHLIES—AUGUST

(DISPLAY AND CLASSIFIED—PAGES)

Strand	Cassell's	Quiver	New Mag.	Review of Reviews	Nash's	Woman at Home	Pearson's	Windsor
56¼	36¼	32¼	27¼	11	14½	21⅜	21⅜	28

Connoisseur	Wide World	World's Work	English Review	Royal	Grand	Novel Mag.	London	Captain
38½	21½	10	11⅞	14¼	15	14¼	29⅜	9½

Special Note—Insets are not included.

PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date		Bristol Times and Mirror			Glasgow Herald			Sheff'ld Daily Telegraph			L'pool Post and Mercury		
1917		National Display	Local Display	Smalls*	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
July	23	1	4	9¼	4	19	12	3½	4	4½	¼	15½	7½
	24	1¼	4½	9¼	2½	10¼	9	4⅜	2½	9	⅜	7½	10
	25	1¼	4⅜	9	10½	17	14⅜	11¼	3	4⅜	1¼	10½	5½
	26	2	4½	9½	3½	11	10	6	3	6	3	6½	6
	27	2¼	4⅜	8⅜	5¼	16	10	2½	3⅜	5	2	7½	11⅛
	28	4	7½	20	6	12	10¼	4½	10	16	1½	7½	6
	30	¾	3	8¼	6	15½	16½	4⅜	3¼	4½	1½	8½	9
	31	3	2⅜	8½	3½	11½	8½	5⅜	4¼	6½	2⅜	5½	9
Aug.	1	1½	3	9½	4	21	12⅜	4⅜	3¼	4¼	4½	11	6
	2	1½	2¼	8⅜	4½	10½	10	5¼	4¼	5½	1½	5	5
	3	1	4	8	3¼	18	14	2½	4	4½	1½	7	7
	4	4½	6½	15½	8½	18	12⅜	4	8½	12⅜	¼	7½	5
	6	½	2¼	9	5½	25½	14	3½	3½	3	1	8½	5
	7	1	3	8⅜	3	10	9	5	3½	4¼	⅜	5½	3
	8	2¼	3⅜	8½	4	20½	12	4	3½	3½	⅜	8	7
	9	1¼	2⅜	8½	3	11¼	8	4¼	3	4¼	1½	4½	8½
	10	1¼	1¼	8½	3½	15	13	2½	3⅜	4⅜	1½	6½	10½
	11	3⅜	5⅜	17⅜	2⅜	11½	11½	4⅜	7	15½	1	6½	5½
	13	1	2½	9½	3	17½	16⅜	3½	4	4⅓	1¼	9¼	8
	14	1⅜	2¼	9¼	2½	10	10⅜	7	4	7	2¼	5	9
	15	1¼	4	9¼	3½	18	16⅜	2⅜	3⅜	4½	1½	5⅜	8
	16	2	3	9¼	3¼	10⅜	10	3½	4⅜	5½	3	5½	7
	17	½	4¼	9	4¼	15	14½	3½	3⅜	4⅜	1⅜	5½	11
	18	4½	6¼	17	2½	15¼	10	3⅜	8⅜	16	½	7	6⅜
	20	1⅜	2¼	7½	5	18½	16	2⅜	3½	4⅜	⅜	9	7½
	21	1½	2¼	7¼	3½	11	9	4	4	7¼	¼	6	7½
	22	2	2½	7¼	4¼	18	17	2¼	4	4	1	6½	8
Total	...	50¼	99⅛	270½	114⅜	407½	328¾	116½	119	176¼	39½	198½	199¾

* Including Auctions. SIZE OF COLUMNS: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins., width, 2½ ins. *Sheffield Daily Telegraph*, front page, 21 ins.; inside, length, 23 ins. width, 2⅛ ins. *Liverpool Daily Post*, length, 24 ins., width, 2¼ ins.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

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PROVINCIAL NEWSPAPERS—(Halfpenny)

(COLUMNS)

Date	Liverpool Echo			Northern Echo, Darlington			Sheffield Independent			North Eastern Daily Gazette			Daily Dispatch			Irish Independent			Northern Daily Telegraph			Yorkshire Telegraph and Star		
1917.	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
July 23	2⅜	6¾	14½	4⅜	4¼	3¾	6½	1½	3	1½	6½	8½	8½	3	3⅜	4¼	10⅜	6	½	4½	3¼	3	2	4¼
24	1¾	3¾	14¼	1¾	7½	3½	½	6	5½	2	5	8	6¼	2¾	6¼	2¼	4½	6	5¾	13	4	3½	5	4½
25	4¼	2½	17¼	2¼	7¼	4¼	3½	4	3¾	2½	4½	8	8½	3	4	5½	9	6½	¾	4¾	3	2½	1⅜	4½
26	1¾	4½	15	3¼	5½	4¼	2¾	25¼	4¼	3½	3	7½	5⅜	2½	6¾	3¼	13½	5½	¼	5½	2½	2¼	2¾	4½
27	5¼	7	15⅜	4	19½	3½	8	8½	3	6	5½	8½	6¾	2⅜	5½	6¼	4¾	4⅜	5¾	12¼	4½	8¾	3¼	4¼
28	2⅜	1	9	3	6¼	5	4¼	17¼	8	3½	3	7½	3	3	9½	3	14½	6½	¼	6½	2½	1¼	5½	5½
30	¼	3¾	18½	5½	4¼	3⅜	¼	8¼	3½	1½	4½	7½	6½	3½	5¼	2½	10	6	½	4¾	3¼	3	2⅜	3¾
31	3¼	4¼	15¾	2¾	3	4¼	5½	12¼	4	2½	5½	8	7¼	3	5	2½	5¼	6½	6¼	9¾	4¾	4¼	4	4⅜
Aug. 1	1	2½	16¾	2	5½	5	½	6	3¼	1½	5	8	3	3½	6	3¼	8½	6	¼	5	3¼	2	2⅜	4
2	1½	2½	14⅜	2	3¼	4⅜	2¼	6	3¾	2	4	8	3¼	2¾	5½	2	6¾	4⅜	1¾	5	2	2½	4¼	4¼
3	4½	1⅜	13¾	2½	4¾	5	1	8½	3	3	8	8	7	3	4⅜	2	4½	5¾	2½	10⅜	4½	4¾	5¼	3½
4	½	1	8½	1¼	8	5¾	4	11½	6	1½	1½	8	1	3½	7¾	2	18	6¼	¼	5½	2¾	3	3¾	4½
6	7½	2	10	2¼	5¾	4¾	1½	4	3	2	3	7	4½	2¾	6	2½	6¼	6½	¼	4¾	3½	2	2	3½
7	2½	2¼	9½	2	4	3¾	1¼	7¾	3¼	2	2½	8	5½	3	5½	1⅜	5½	5¾	4	6½	3½	1½	3¾	3¾
8	2	2¼	15	2	4	4½	2	5¼	2¾	2	2	8	3⅜	3¼	5	1	6½	4½	¾	4½	3½	4¼	2	3½
9	1⅜	2¾	17¼	¾	9	4	2½	5¼	3¼	2	3½	7½	5¼	2¼	5¼	5	7½	5¾	¼	4	3½	1¾	2	3¾
10	6¼	2½	15½	5¼	3¾	4	2½	6	3¼	5½	7½	8	5¾	3¼	5	3½	4½	5	3½	8	3¼	5¾	2¾	4¼
11	0	1	9	1¾	4½	5¾	3¼	14¾	7¾	2½	2½	8	2¼	3	7½	4¼	17	5	¼	4½	3¼	¾	5¼	6
13	1½	2½	15	3½	3	4¼	2½	3¾	3½	1½	4	8	5½	2¾	5¼	2½	8	6	¼	4	2¾	2¼	2¾	5¼
14	1	2	15¼	3¼	3¾	4¼	¾	5¾	4¾	3½	4	7½	4¾	3	5¼	5½	16¼	6	7¾	5¼	2	2⅜	3½	4¾
15	1	2¼	17¼	2¼	3	4	3½	3¾	3¾	3	4	8	3	2¼	5½	2	7⅜	4½	¼	4½	2¼	1¼	3½	3½
16	1½	3	15½	2¾	16¼	4	1¾	5¾	3½	2	3	8	3¼	2½	5½	4	9½	6½	½	4	2¼	2	6¼	4¾
17	6¼	2½	15¾	3¾	3	4½	7¼	14	3¾	3	6	8	5½	3⅜	5½	2¼	5	4½	3¼	10¾	2¾	4	9	4¼
18	0	1	9¼	⅜	5¼	5¼	1½	17	8	1	2	8	1¾	2¾	8½	2	10½	6¼	¼	4¼	2¾	1	7¼	5¼
20	1¾	3	15¾	4	2¼	4¾	¼	7½	3	1	4½	8	5⅜	3¾	5¾	7¼	9⅜	6	½	4½	2½	3¾	4	4½
21	2½	3½	14¼	4	2¼	4¼	1½	5	5½	3½	3	8½	6¾	2¾	5¾	1½	7	4½	6¼	5½	3	4½	3	4⅜
22	2⅜	3½	17½	1¾	2¾	4¾	3¼	4⅜	3¼	2½	2½	8	3⅜	3¼	5⅜	1	9	6	1¼	4½	2¾	1¾	3¼	4½
Total...	66¾	77¼	385½	75	151⅜	119½	74½	225	113	68	110	214	133½	80½	157½	85	248½	153	54½	167	83⅜	80½	102½	118¼

SIZES OF COLUMNS.—*Northern Echo*, length 22½ ins., width 2⅛ ins. *Sheffield Indebendent*, length 23 ins., width 2⅛ ins. *North Eastern Daily Gazette*, length 24 ins., width 2⅛ ins. *Daily Dispatch*, length 23 ins., width 2¼ ins. *Irish Independent*, length 22 ins., width 2¼ ins. *Northern Daily Telegraph*, front page, length 21 ins.; inside, length 22½ ins., width 2⅛ ins. *Yorkshire Telegraph and Star*, length front page, 21 ins., inside 23 ins., width 2⅛ ins.

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THE BRITISH MARKET

A Guide and Directory for Overseas Advertisers

THE ADVERTISING WORLD

We shall be pleased to answer any queries addressed to us by American correspondents, and to furnish them with any exact information required. Detailed reports of the market conditions affecting particular commodities will be furnished to responsible enquirers. Replies of general interest will be published in this Supplement, others will be forwarded through the mail. Communications should be addressed to (Transatlantic) Information Bureau, THE ADVERTISING WORLD, *Sardinia House, Kingsway, London, W.C.*

Advertisements in this Supplement are censored by us; and statements made in them may therefore be accepted without reservation.

Telephone: 2269 Holborn. Telegrams and Cables: "Adverwarld, London."

ON SURVEYING THE GROUND

IT is a common and disastrous habit of the majority of art students to start drawing before they have had a thoroughly good look at the model. They set to work right away to deal with problems that they have not given themselves a chance to examine and understand.

That is one reason, and not by any means the least important, why such a small percentage of students ever develop into successful craftsmen. They fail because they do not realise that a definite idea must precede effective action.

Now it is for the same reason that so many advertisers from overseas who try to do business in the British home market cannot contrive to make their operations profitable. They are so impatient to be doing that they grudge spending enough time upon collecting and ordering the facts that should govern their commercial campaigning; and yet are unwilling to allow full freedom of action to those better informed.

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The overseas advertiser should, if it is at all possible, make it his business carefully to survey the market which he proposes to enter, either in his own proper person or through the medium of a really responsible and capable subordinate.

Such a surveying expedition, if undertaken at all, is often made the occasion of giving a pleasant and instructive trip to some young relative of the chief executive or a junior partner who is still in the learners class as far as his business is concerned.

This is a fatal practice. The best man available is not a little bit too good for such important work.

Any idea that nothing is called for but a series of socio-commercial consultations with a few alleged "authorities" and a leisurely tour of the principal centres of trade should at once be dismissed.

To make a survey that is of any practical utility involves the exercise of a great amount of intelligence—trained intelligence—and an unlimited measure of concentrated application. It is no occupation for incapables, however well-meaning they may be; or for even the most capable if they incline more towards having a good time than towards doing good work.

Nor should it be forgotten that even the most apprehensive and acute of observers cannot expect to learn in a few weeks or months what those on the spot have only discovered by continuous examination at close range and an accumulation of practical experience.

They must make it a great part of their plan to find out from whom the information they require is really obtainable, and must be competent to form a just judgment of the credibility and soundness of the evidence that is presented to them.

Furthermore, the overseas advertiser who comes prospecting into the British market should be scrupulously careful to empty his mind of prejudice as a preliminary. He comes to learn, not to teach; to ascertain how best to adapt his appeal to a strange constituency, not to point out to that constituency that its cherished customs and convictions—for which there are probably reasons beyond his comprehension—are absurd and erroneous.

Whatever wisdom he may have to impart he will be unable to convey to his hearers until he has won their sympathy and can address them in a language they can understand.

So we say to our American friends, come over and make the personal acquaintance of the British market before attempting to enter it, by all means; but do not send over to represent you on so important a mission someone who is as yet in the position of a pupil with regard to your business. If your sons have a mind to indulge in a European holiday or your nephews desire to complete their education by a tour of investigation, be as generous in meeting their wishes as you like: but, if you cannot come yourselves, send your most astute fellow-director, the manager in whose judgment you place most trust, the buyer who has most consistently "made good" for you to act as the advance agent of your British campaign.

And tell him to make sure that he applies for information in the right quarters. Tell him that in the first place he might do worse than call at the offices of THE ADVERTISING WORLD.

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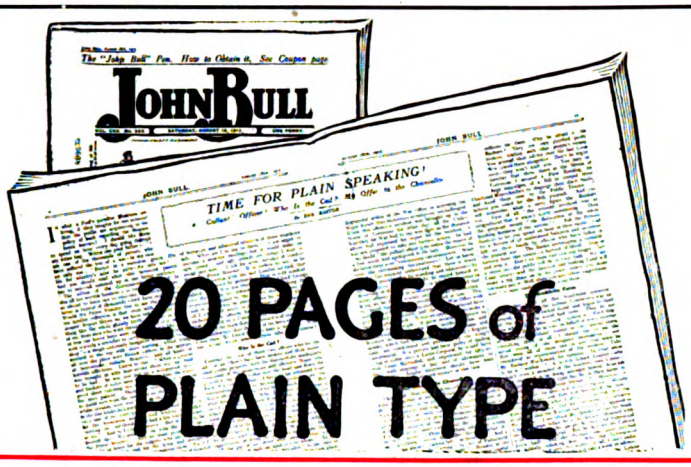

with no artistic adornment, with no pictures except those which are conveyed by the forceful, vivid Anglo-Saxon of its articles and editorials. Yet with a sale four times as large as that of any other British periodical and an influence far greater than any other daily or weekly newspaper, illustrated or otherwise.

JOHN BULL

is its title, and you'll find it wherever Britons congregate.

TO AMERICAN ADVERTISERS

Let me post you a copy and tell you some intensely interesting facts about "John Bull," its editor, and its advt. pages.

Average circulation 1,500,000 copies.

Advertisement rate $1,000 per page.

Philip Emanuel
Advertisement Manager
ODHAMS, LIMITED
85-94 LONG ACRE
LONDON, ENGLAND.

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THE BRITISH CONSUMER

A free rendering of the matter of a conversation with Mr. H. Gordon Selfridge.

THE DISCUSSION, or rather conversation, was discursive, but it revolved around the characteristics and peculiarities of British consumers.

"They have one characteristic that, I admit, rather surprised me," said Mr. Selfridge; "they proved to be more and not less responsive to advertising than those of their contemporaries with whom I came in contact in the U.S.A. I can only speak of my own experience, of course, but I cannot suppose that the consumers who prove so quick to respond to our own advertising are any less ready in answering the appeals of other traders. Our own records show that since we opened in London we have consistently secured greater results from every unit of expenditure upon advertising than I was ever able to obtain during a somewhat extensive experience on the other side of the Atlantic. Though I expected a satisfactory return from our advertising I certainly did not look for one relatively so remarkable.

A Responsive Field.

"It seems to me that here is a fact, easily demonstrable at any time, that might furnish food for thought to those who are inclined to think that the British advertising field consists of a hard and ungrateful soil that can only with great difficulty be made to yield a reasonable harvest to the cultivator.

"On the contrary, it is shown to be quite exceptionally responsive to fair treatment, and, in addition, it possesses other advantages for the advertiser. In being so much more compact it is much more easily workable than the American field. In what other centre than London could a merchant keep in immediate touch with a twenty-million circle of potential customers and maintain a useful if less intimate connection with as many more?

"London and its direct dependencies in town and country is, far and away, the greatest single trading constituency in the world; and there are half-a-dozen other compact and centrally dominated trading areas in Great Britain that offer opportunities only a little less exciting to the enterprising advertiser.

A Great Field Easily Worked.

"These densely populated and comparatively small areas can be worked thoroughly from one central point, which, by enormously simplifying organisation and facilitating control, enables a maximum result to be secured from the minimum of effort.

"The advertiser from abroad coming for the first time into the British market would therefore find awaiting him unexpected opportunities for effective action, and difficulties with which he has been accustomed to contend are non-existent.

"If backed by a sound commodity he ought to stand a very good chance of establishing himself, provided he feels his way carefully and with due humility, never assuming that because a particular scheme of advertising, or a certain method of trading, has spelt success for him in the country from which he came it must of necessity do the same here.

"The British public is not, for example, the American public—though the casual observer would undoubtedly be more struck by their resemblances to one another than the differences between them. If the distinctions that separate them are finely drawn they are real and they must be taken into account.

"It is only by cultivating a sympathetically sensitive mind towards British peculiarities that the American advertiser can expect to apprehend these intangibilities in such a fashion as to avoid costly mistakes. It is easier to arouse antagonisms than to allay them, to create distrust than to dispel it. And ignorance is more often the cause of offence than any sinister intention.

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The Commercial Links

which bind the United States of America and the United Kingdom of Great Britain and Ireland are, perhaps, the most important factors in the world of commerce to-day. Between the two great English-speaking peoples a powerful community of interests has been developed to their mutual advantage.

Day by day and year by year this bond between the great democracies has been strengthened by the exchange of ideas and merchandise.

For the furtherance of this great alliance

THE DAILY MAIL

more than any other, has been the means chosen by the pioneers of American industry.

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"For our own part we are always intent upon treating the consumers, whose goodwill forms the foundation of our business, with the greatest respect, and are always eager to learn their wishes more precisely so as to meet them with closer exactitude.

"The trader who, for whatever reason, attempts to dictate to his customers is, in any case, doing a very dangerous thing: in the British market he is indulging in a suicidal exercise of his vanity.

"Perhaps one can best indicate a few of the outstanding characteristics of British consumers as a body by giving you one or two of one's impressions of British business men: for all business men are consumers and most consumers are business men, are they not?

"By the way, 'men' here, you will understand, is to be taken as including women, who, when they are the executives of the household, are perhaps the most businesslike of the species.

"I may at once say, to destroy any notion that I am merely a critic bent on fault-finding, that the most able American business men have, as business men, a very high opinion of their British contemporaries. You will hear more abuse of British business men and methods in this country in one day than you will hear during twelve months in the U.S.A. It is fully recognised that such an edifice as that of British trade must be built on a very solid base, and American manufacturers and merchants are quite astute enough to regard such a structure with respect and to study it with assiduity.

"They note that British manufacturers have a habit of maintaining a very high standard of quality in the goods they produce, however little the actual quality may reveal itself to any but the closest inspection; and that British merchants work with what sometimes looks like an unprofitable consistency upon the old-fashioned theory that honesty is the best policy.

"There are, as we all know, exceptions to these rules, but they are recognised to be exceptions.

"What the manufacturer and merchant are, that their customers have made them: and so we get, to start with, this small insight into the minds of British consumers—that they regard fundamental quality more than superficial attractions, and that they are quickly repelled by even the smallest evidence of deception or sharp practice.

"It has also been observed that British manufacturers were—what they may be after the shocks of war only time can show—inclined to be over-conservative, maintaining bad as well as good traditions and theories, and that they were slow to 'scrap' out-of-date machinery and methods even when better were plainly available.

"Obviously, if these attitudes of mind survived among those who catered for them it was only by the effective permission of consumers; and thus we have further hints that newcomers into the British advertising field will do well to take to heart. They must not appear as iconoclasts or revolutionaries in the eyes of a people essentially faithful to old beliefs, justified or unjustified, and indisposed to move even in most desirable directions other than deliberately and, so to say, in an accustomed formation.

"Breaking into British business is something like breaking into Society. Instead of 'pull,' however, you must have patience; in addition to nerve you need a sense of humour."

ISAAC F. MARCOSSON.

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HOW PALMOLIVE WAS PLACED ON THE BRITISH MARKET

As told by the Manager of the B. J. Johnson Soap Company.

THE MANNER in which Palmolive Soap came to be established on the British market is one worth studying by manufacturers who aspire to see their own special commodities in a similar position.

The first step was taken in 1912, when Mr. Caleb Johnson, the president of the company, came to England to look round, and after close investigation decided there was a market for the soap. He appointed me English manager, and in February of the following year we started operations.

Our advertising began on a modest scale, but from the first we realised that it could only be handled effectively by a British agency of experience. To them we entrusted the campaign from the start. They prepared the copy and selected the media, and helped us to link together advertising and distribution, and we were fully satisfied with the results.

We began in the weeklies, and later we took full pages in the dailies as well. Naturally the newspaper advertising formed a fine backing for our travelling salesmen; British retailers know that the weeklies go right into the home, while the dailies furnish an enormous amount of powerful general publicity. We don't use the daily papers much in the States, but here the results from this source have been quite remarkably good.

I can hardly say that our selling system is essentially American, though I am told that it is different from that of most manufacturers.

We introduced Palmolive to the big wholesale houses first, and afterwards appointed agents throughout the United Kingdom, as well as on the Continent. Our travellers canvass the retailers, but we don't supply the trade direct, and thus gain the goodwill of the big wholesale houses. It does not pay to antagonise such powerful interests in order to secure a few minor advantages. "The advertising gives the retailers and the wholesalers, too, the assistance they need to move the goods"; and we have an article sound enough to back up the first demand created by advertising by repeat orders.

I don't think we have used, or shall use, any of the advertisements here that we use in "the States," though our advertising here has been so successful that it is highly probable my people on the other side will make use of some of the copy prepared for us on this side.

I may say we placed our advertising over here at the commencement in the hands of Mr. V. J. Reveley, managing director of Messrs. W. L. Erwood, Ltd., and he has handled it ever since to our very complete satisfaction.—[ADVT.]

W. L. ERWOOD, LTD.
INTERNATIONAL ADVERTISING AGENTS
30, 31 & 32 FLEET STREET
LONDON, E.C.4

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"Closely allied to the foregoing observations is the assertion that British business men are lacking in imagination; that they are content with a solid present resting upon a substantial past without bothering about a problematical future.

THE WISDOM OF RESTRAINT.

"This I conceive to be only partly true; but it is certainly the fact that the romantically adventurous business idealist who would find himself taken perfectly seriously in North America—as he ought to be, in view of what he has done for it—would most probably in Great Britain be described as 'all sail and no ballast.' That a cloud of sail may be urging along a perfectly ballasted hull is something that the British business man knows may be true, but which he always takes liberty to doubt until it can be proved beyond dispute.

"At all events, Americans undertaking any kind of business over here would be likely to gain more support by concealing than by displaying the leaping imagination which so often furnishes their principal driving force. For them to be convicted of imagination would too often carry with it their condemnation as unpractical—and for everything that is not 'practical,' in their own acceptation of the term, British people have been found to possess an instinctive distrust.

"Those Americans who propose to make some serious endeavour to establish themselves in Great Britain will, no doubt, be glad to know that I have formed a strong opinion as to the comparative absence of the competitive impulse in British commerce. Competition of a kind there is, of course, but the fierce intensity of competing forces which makes industrial and commercial America one vast battleground of a remorseless and never-ceasing conflict between furiously antagonised individuals and interests is almost unknown here.

"It should, then, be easy for one to gain an entrance, some will say? Do not let them be so sure of that as to think that less than their full effort will suffice.

"They must remember that the competitive methods which would win them applause and support in America might well earn nothing but detestation and ostracism in Great Britain. The white-hot intensity with which they have been accustomed to pursue their business ends overseas must here be reduced to a genial glow. It is not that the British people object to a good fight—not at all—but they will not countenance it unless it is fought according to their own rules. And those rules apparently prohibit an excess of energy as indecent.

FOOD FOR REFLECTION.

"On the whole, Americans who read these observations may perceive that their entrance into the British market should give them plenty to think about.

"Although we may claim to have cultivated a portion of the British trading field to some effect, for by the time our business here is ten years old we shall be much surprised if we have not the largest retail annual output in the British Empire, I do not yet dare to pose as a fully-competent authority on the British market.

"But I have been studying it for years, am learning more about it every day, and I propose to go on doing so. Perhaps in that lies the reason for such success as we hope to win."

"For a week past I have been reading nothing but 'A.W.'s.' Up till the other day I hadn't read a copy of my favourite journal since September, so when the last Home mail brought seven back numbers I rejoiced and was exceeding glad."—THE ROBERT HILL ADVERTISING SERVICE, Christchurch, New Zealand.

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A CONSTANTLY CHANGING CONSTITUENCY

In collecting statistics relating to the British market care should be taken not to consult out-of-date authorities. Any facts and figures concerning the market as a whole or any particular section of it dating from before the war are, of course, absolutely valueless.

The changes occasioned by the mobilisation of the whole of the nation's industrial resources for military purposes have effected a complete transformation of practically every central and local market in the country, and consequently campaigning plans based on any but the most recent of general and statistical information would be foredoomed to failure.

When peace at length arrives there will be further readjustments and resettlements of a comprehensive character, and it will be a long while before stable conditions once more prevail Consequently it will be vitally necessary for the American advertiser who transacts business here to have constant and continuous reports of the ever-changing conditions under which he will have to work; or, alternatively, to leave a perfectly free hand to a trusted agent or representative on the spot.

Campaign plans for some years to come will have to be much more elastic than it was necessary to make them in the past, and will need to be carried out with a much closer attention to temporary expediences.

This means that they will call for increased keenness and ability from the executives controlling them, and renders it doubly important that only advertising men of the most unquestionable qualifications should be put in charge.

Advertising in the British Isles.

THE HULTON GROUP OF NEWSPAPERS.

HULTONS, of LONDON and MANCHESTER, can claim a greater output of Newspapers than any other office in the British Isles.

CIRCULATION PER ISSUE **5** MILLIONS.

Newspapers are admittedly the most effective media for this country—it is small enough to be covered **thoroughly** by them.

No advertising scheme for publicity in the British Isles is complete without some or all of the Hulton group, comprising, as it does, Daily and Weekly Picture Newspapers, and Morning, Evening, and Sunday Newspapers. The publishing centres are the richest and most densely populated in the Kingdom. Flat Rates throughout to stated circulations. There is something wrong with the bureau or agency that does not advocate the use of the Hulton Publications.

E. HULTON & Co., Ltd., 46, Shoe Lane, E.C.4, London, England. Withy Grove, Manchester.

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The Big

Compare these three districts with any statistics or book of reference, and you will find indisputable evidence that they are the three busiest and fastest-growing areas in the British Isles. The population comprises every class, their earnings are large, they spend freely and they put their faith in their favourite newspaper.

Obviously the campaign which does not include the Big Three cannot be complete or do full justice to your goods.

To any British or American Manufacturer contemplating an advertising campaign in the British Isles we shall be pleased to send informative data relating to the buying capacity of these areas.

THE BIG THREE comprises—

The Sheffield Independent.

The Birmingham Gazette.

The Northern Echo.

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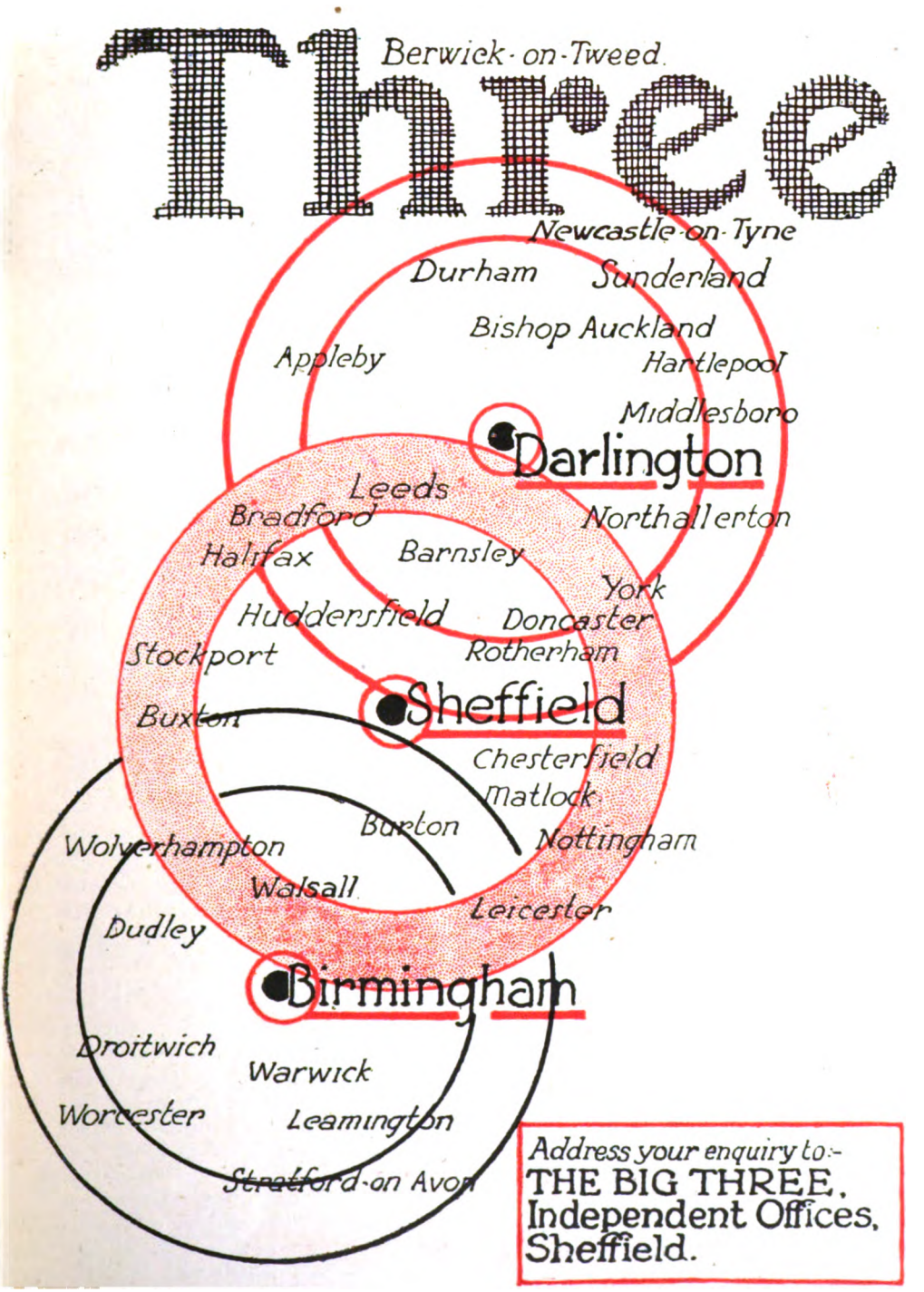

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OPPORTUNITIES NOW GOING TO WASTE

By J. W. JENKINS

A few observations on a class of commodities which need the aid of "live" advertising now to make good their foothold in Great Britain

IN ONE of the munition districts the other day I stopped in front of a shop window full of tools such as are used by skilled workers in engineering and other trades. Nearly every part of every town in England that is not purely residential might be called a munition district now. I suppose that this window was duplicated in hundreds of other shops in other parts of Great Britain. It was filled with micrometer gauges, calipers, punch sets, sets of lathe tools, abrasive wheels and stones, planes, small electric tools and motors, soldering sets, hammers of various sizes and kinds; the wide range of different sorts of hammer, for instance, that would appeal to a skilled man who realised the importance and pleasure of having exactly the right size and shape and weight of hammer for the work he was doing. There were files, saws, clamps, tongs, shears, wrenches. On at least two-thirds of the articles on which any mark of origin could be seen the mark was the name of a town in the United States. A few were from towns in Canada. The other one-third had been made in England.

Otherwise Engaged.

Now the tool-makers of England can make very excellent tools, have made them before, and will make them again, but just at present most of them are not doing it. Great Britain has been using her tool-makers for other purposes and has been letting America supply a large part of the tools that her workers need. In that window there were some tools which had a distinctly American look about them, possibly with pleasing and speed-getting features in them for which the English tool-makers had not thought there was a market here. About many of the tools—in fact throughout almost the whole display—there was the suggestion of what I suppose one would call "pleasure-in-use," that somehow the American tool-makers succeed in throwing around the tools they make.

Very Significant.

It seemed to me that, from several different points of view, that display window was significant. First, the fact that the number of tool-users in Great Britain, skilled and partly skilled, is enormously increased; and that a very large part of the general public now has the ability to use tools and to form opinions as to their merit. Second, the obvious appeal to the pleasure of using the exactly right tool for the work in hand; and the pride in using a tool that has an appearance, quality and convenience which not only gives satisfaction to the worker himself but is, in a way, a sign of his standing and skill.

Third, these trade-marks, and the standards they represent, might be impressed on the minds of the tool-users so as to build up a lasting prestige which could ensure that these tools would still have a market here when the war is over. But nothing of the sort is being done.

Tools of the same patterns, made and tested by the same processes and standards, and therefore marked with the same trade-marks, could, after the war, be made here for this market just as advantageously as in the United States or Canada. It is safe to say that when Great Britain's industries are released from war work nothing that can be made here to better advantage is likely to be imported. Under the conditions that will probably exist after the war, taking account of all the probable factors which will influence imports, it is quite likely that tools will be one of the lines that can be made here more advantageously than else-

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The BEST PENNY SUNDAY PAPER

IF you ask your agent to tell you the name of the best penny paper issued on Sunday to reach the best people with money to spend his answer will be

"THE SUNDAY TIMES"

Its news service is second to none.
Its leader writers are second to none.
Its financial articles are acknowledged the best in British Journalism.
It is read by men and women *who think*.

ADVERTISE ON THE DAY IN WHICH PEOPLE HAVE TIME TO READ

ADVERTISE IN- The Sunday Times

ASK YOUR AGENT
OR
ADDRESS US AT WINDSOR HOUSE, KINGSWAY, LONDON, W.C.2

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where, for the British market and other markets which buy here.

If the makers of those American and Canadian tools could develop a sufficient prestige for their trade-marks now, before the war ends, they would place themselves in a position to establish factories here as soon as circumstances permitted, importing only their designs, processes, standards, trade-marks and selling methods. Failing to place themselves in that position they may find that their war-time sales have been only temporary, and that the tools they sent to this market might just as well have borne no trade-mark at all. It is an opportunity that is being neglected, and which will fade away with the end of the war: an opportunity to turn a temporary opening into a permanent market. I have no doubt that on the other side of the ocean, in the United States and Canada, there may be British products at present enjoying the same kind of temporary war-time sale, which could be made permanent if the opportunity were seized now.

On the Market.

The tools are already in this market. Through all the restrictions and other barriers—limited cargo space, import permits, distributors' difficulties, and every other war-time obstacle—they have arrived here. So that that important part of the work of introduction has been done, probably with very little trouble on the part of the manufacturer.

The goods, with the trade-marks on them, are actually in the hands of users, and are being employed in work which should give every opportunity to prove their merit. So that that part of the work of introduction which ordinarily would require months or years of planning and labour by the sales department and advertising department, has been done; probably by the mere demands of the war situation.

Work to be Done.

But the work which would ensure continuance of these sales has not been done. The worker, and those in contact

For forty-five years and more "The Graphic" has occupied a front rank position among British illustrated newspapers appealing to people of social standing and financial ability. And it is stronger to-day than ever.

All British advertisers of high-class commodities show their judgment of its value by appearing regularly in its pages. It has been proved by them to be an essential element in a successful campaign. They know it to be an established institution in the homes and resorts of those in "comfortable" circumstances.

Is there not here a moral for your consideration?

SEND FOR FURTHER PARTICULARS TO
GEORGE SPARKES, *Director of Advertising*, TALLIS HOUSE, TALLIS STREET, LONDON, E.C. 4

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SOMETHING
TO GO BY

THE UNIQUE FEATURE OF
ADVERTISING IN LONDON
IS THE MOTOR-BUS

ITS ROUTES COVER
GREATER LONDON
AND SERVE A FIFTH
OF THE POPULATION
OF THE COUNTRY

IT HAS CARRIED 720 MILLIONS
OF PASSENGERS IN THE YEAR

IT IS THE FINEST PASSENGER SERVICE
IT IS THE FINEST ADVERTISING SERVICE

FOR RATES AND PARTICULARS
APPLY TO THE ADVERTISEMENT MANAGER
THE LONDON GENERAL OMNIBUS COMPANY LIMITED
ELECTRIC RAILWAY HOUSE, BROADWAY, WESTMINSTER, S.W.

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with him, have not been told the merit of the tool. Of course in theory, an old and favourite theory, the merit of the tool should "speak for itself." Advertising its merit, its difference from other tools, all the facts that go to make up its prestige; advertising these to the man who has already purchased the article, and to those other prospective purchasers who see him using it; should be entirely unnecessary. The favourite theory does not always work out in that way. Articles that are left to speak for themselves (especially if there has been no information by advertising prior to the purchase) often fail to impress their merits on the buyer so deeply that he "talks them up" to his friends who might also become buyers; and they often fail to make that deep impression of prestige which would enable them, later, to withstand competition.

The busy worker may regard it perhaps as just a good hammer; he may never think to compare it with others; he may not have time to think out for himself all the details in which it might be superior to other hammers. He may and very likely does take its merit as a matter of course and may fail to realise the thought and care that have been put into its design and manufacture. He sees no reason for calling it to the attention of his mates.

Tell the User.

If they did notice it he has no interesting facts to tell them about it. His word-of-mouth advertising of the article, which might be of great value in planting the seed of future sales and in strengthening trade-mark prestige, is being lost.

Tools are but one example of a very large class of articles which now have similar opportunities, which if not seized upon and developed will fade away when the war is over. They are trade-marked articles or articles of special design, which during the war have been imported and are already in use by the armies or by the civilian population in Great Britain and on the Continent; articles of the sort which, after the war, can probably be made here for these markets, to greater advantage than in America or Canada; if the manufacturer develops *now* a sufficient trade-mark prestige here to justify him in manufacturing here.

Now Is the Time.

There are many different articles bearing American and Canadian trade-marks in use by the men in the armies (who, later, will return to industry, business and private life), and in use by civilians. When these war sales began each American manufacturer of course hoped that "every sale would be a demonstration-sale," leading to further sales. That is the theory; but little or nothing is being done to ensure that it works out. The *information* which is an essential part of the demonstration is absent. People who may later be prospective purchasers can now see the article in use; but neither they nor the men who are using it are given the facts which would make them realise all the merits of the article, or that those merits can only be found under that trade-mark. Any American manufacturer who saw in his home market that his product was being demonstrated without any of the demonstration-facts and arguments would say at once that the demonstration was incomplete and ineffective. He would take immediate steps to remedy it. But because it is an export sale he imagines apparently that the mere use of the article, without any of the facts and arguments about it, will be sufficient to lead to further sales after the war, in the face of the stronger competition that will appear then, and

---

The two main groups of American or Canadian articles which have possibilities of after-war trade in this country and in Europe (trade-marked articles or articles of special design):

1. *Those which can be made to best advantage here after the war, many of which are now being imported from the U.S.A. or Canada, including tools, building materials and fittings, labour-saving devices, machines of various kinds.*

2. *Those which even after the war can be made to best advantage in U.S.A. or Canada and which can be imported into this country and the Continent, such as food specialities, not too bulky, leather, etc. These include the numerous brands of tinned goods which are now getting into the market but which are being distributed in such a way that any one brand has little chance of building up a strong and lasting trade-mark esteem in any one district or group of consumers.*

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Make your product known the world over

ARE you marketing your product abroad? If not, is there any *real* reason why you should not?

British, Colonial and Foreign markets will be open after the war to goods of merit of every kind. But there will be a rush for first place in each particular field. Your product should be firmly established before your competitors get busy.

American Manufacturers

Let our U.S.A. House (under the direction of Mr. J. Roland Kay) get in touch with you. Let them co-operate with you on the spot and prepare you now for these after-war opportunities so that you may be in a position to enter these profitable markets without unnecessary delay when the time arrives.

This branch of our organisation, in common with the London Head Office, has for many years specialised in International Advertising, and acts for many U.S.A. Manufacturers who, under its direction, have made for their products a world-wide reputation.

Consultation and Service, either in London or Chicago, are at your fullest disposal.

JOHN HADDON & CO.

Established in the City of London 1814

SALISBURY SQUARE, LONDON, E.C.4

CONWAY BUILDING, CHICAGO, U.S.A.

And at *CAPETOWN, SYDNEY, BUENOS AIRES*

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in the face of any other difficulties of importing into these markets. A mistake.

Enlighten the People.

Though the articles are already in use the users cannot be relied upon to give to other prospective purchasers the necessary "demonstration-facts and arguments"; they haven't them. If this information is not put into the minds of prospective purchasers *now*, while they can see the article in use, then nearly the whole of the opportunity is likely to be lost.

The only way to put it into their minds, as it seems to me, is by advertising. Civilians, soldiers in training, soldiers in rest camps, soldiers in the trenches, soldiers in hospital, can all be reached by advertising in one publication or another. In other ways, too, it is possible to put into their minds the facts and arguments relating to the machines, tools and other articles now actually "seen in use."

Proud of His Trade Mark.

Any manufacturer who has made war sales of an article that bears his trade-mark, and that he is proud of, would do well to consider this and to act upon it, if he hopes to develop, before the war ends, a sufficient prestige for his product to justify him in manufacturing here—in case he finds, after the war, that he is facing the choice between manufacturing here or losing all the ground he has gained during the war.

"*The writer has been a most ardent reader of* The Advertising World *since it first made its appearance, and considers it to be the most valuable encyclopædia of advertising that has yet come into his hands. Your editorials are masterly in construction; your criticism of current copy is fair and unbiassed, and reveals the touch of an expert; it would be difficult indeed to improve on the general make-up. From an interest standpoint the writer never fails to read each number from cover to cover.*"—Extract from letter by S. N. Skinner, Assistant Advertising Manager to *The Grain Growers' Guide*, Winnipeg, Canada.

The Secret of Success in Poster Advertising

KNOWLEDGE

KNOW the right design, the right printing cost, the right towns, and the right stations. Then your Billposting will pay you handsomely.

Sheldons Ltd

are Service Billposting Contractors, doing for Poster Advertisers in any part of the country what a Service Advertising Agent does for newspaper advertisers

85 & 87 COOKRIDGE ST., LEEDS.

Mr. Cyril Sheldon's book
"BILLPOSTING"
(11/- post free)
is the only practical handbook. It gives costs town by town.

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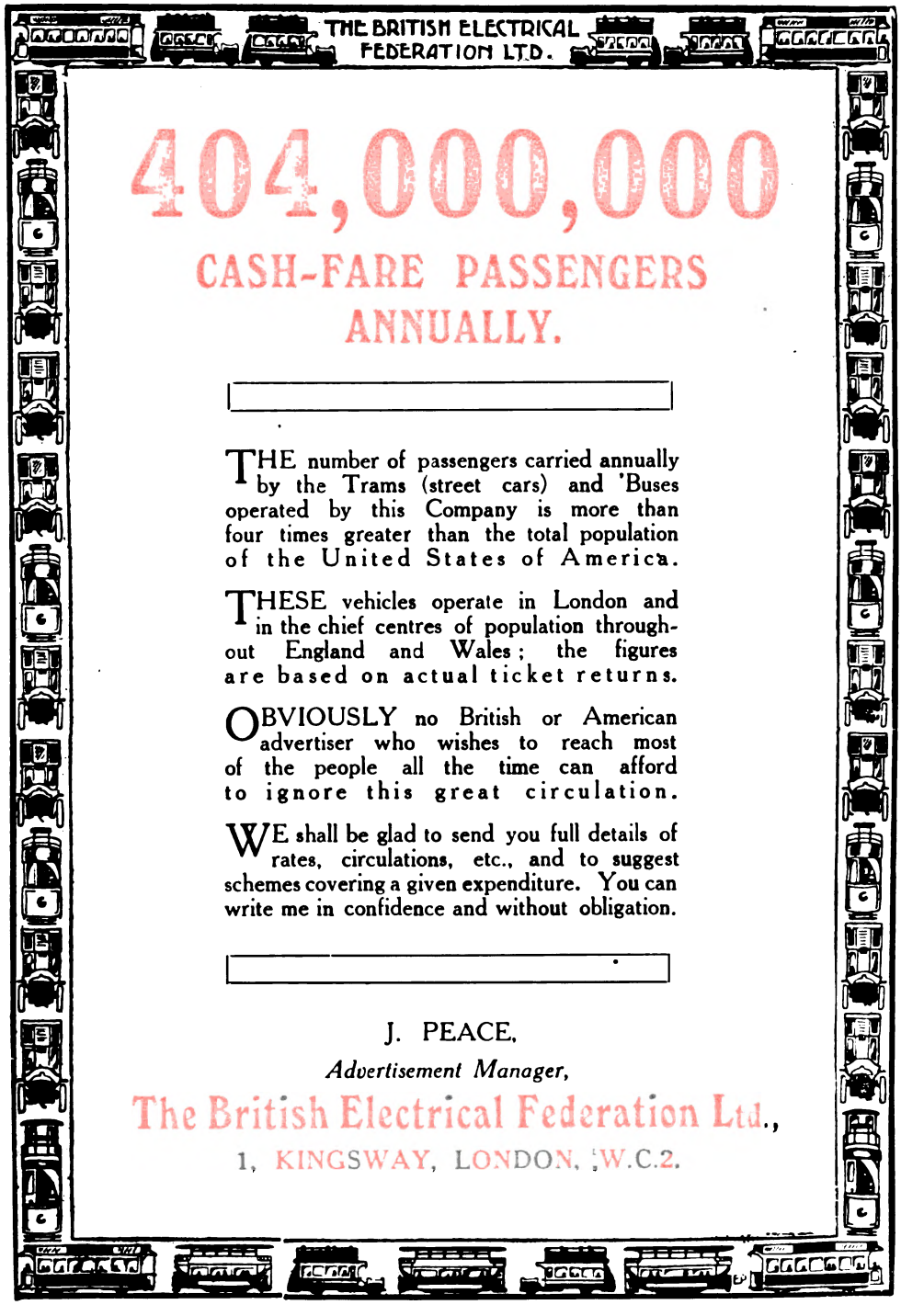

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MARKET POINTERS

Items of Interest and Answers to Correspondents

Selling Costs in Great Britain and the U.S.A.

In an extremely interesting article on "Breaking into British Business," which lately appeared in *The Saturday Evening Post*, Mr. Isaac F. Marcosson permitted himself to declare that "it costs the American 20 per cent. more to sell goods in England than in the United States." In an interview, recorded on another page of this issue, Mr. H. Gordon Selfridge asserts that he has been, and is, able to sell goods at less cost in Great Britain than he was ever able to do in America.

These two statements do not seem to agree: and our suggestion is that the difference between them may be explained by the fact that many Americans trying to sell their goods here work on a wrong plan and so waste a considerable proportion of their campaigning expenditure. They are too apt to attempt to "break" into British business, to adopt Mr. Marcosson's term, and their violent entry is naturally resented. Less burglarious methods would pay them better.

Mr. Selfridge has shown how an entry may be effected in a dignified and cautious manner; and if he found a sufficiently friendly welcome awaiting him it was at least as much owing to his manners and his methods. He did not attempt to ingratiate himself with possible customers by informing them at the outset that they were out-of-date anachronisms and incompetent to run their own businesses.

His example, in view of what he has achieved, may repay some study.

Encouraging.

One conspicuous and general result of the war economy has been to diminish the proportion of the national income left in the hands of the well-to-do classes as net income, and to increase the proportion received as income by the workers. Notwithstanding the high profits received by capitalists and employers in many trades, taxation has made considerable encroachments upon the general income of the well-to-do classes and has handed over to the Government a large part of their potential saving fund. The great demand for labour has also raised the aggregate of wages, so that the wage-earning and spending classes are receiving a larger proportion of the total income as compared with the non-wage-earning and saving classes. The movement has been in the direction of greater equality of net income.—J. A. Hobson, in *The English Review*.

N.B.

WE particularly direct the attention of our American readers to the service that can be rendered them by The Advertising World *Information Bureau.*

They may be assured that whatever advice or information it offers is given by an absolutely independent authority, and is not influenced by a regard for any interest other than that of the enquirer.

Everything the advertiser requires to know about the British market and the most practically useful methods of operating in it we are in a position to supply to responsible applicants.

The A. W. Information Bureau,
Sardinia House, Kingsway, W.C.2.

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The ADVERTISING WORLD

OCT. 1917 PRICE 1/-

HARVARD UNIVERSITY LIBRARY
DEC. 18 1917
RECEIVED THROUGH THE SEE
LIBRARY OF THE GRADUATE SC
OF BUSINESS ADMINISTRATI

1918

AS is usual with "PUNCH" each year about this time all advertising space available in the remaining issues for the year is sold.

Advertisers of high-class goods and service are therefore invited and strongly advised to see that their bookings for next year (1918) are arranged as soon as possible, in order that dates desirable to them may be secured in 1918.

The Net Sale each week of "PUNCH" at Sixpence per copy is One Hundred Thousand—always more, never less.

"Punch" Office
Sept. 14th, 1917

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E.C.4

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The degree of confidence reposed in a newspaper by its readers has a direct bearing upon the value of the newspaper to the advertiser.

When readers are conscious that all sections of the news are presented judiciously, swiftly, and with regard to fact rather than sensation, there is evolved in the mind a bias in favour of the advertisers using that newspaper. And this bias is developed into definite appreciation of the advertisers' appeals when readers know that a strict censorship, eliminating the fraudulent and otherwise undesirable, is exercised over the advertising columns.

By virtue of such characteristics does the "Northern Daily Telegraph" hold the reader's confidence.

The northern half of Lancashire and West Yorkshire form the "Telegraph's" circulation field, North-East Lancashire being the central area, wherein the net sale exceeds the combined net sales of all other daily or weekly newspapers. And the territory holds thickly populated and prosperous communities, who, whilst displaying the desire for good and reliable commodities of almost every description, possess the necessary means for its gratification.

"Telegraph" publicity is efficient service.

Head Office
BLACKBURN

London Office
85 FLEET STREET

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John Lee Mahin's

latest contribution to the literature of advertising contains the accumulated experience of 20 years of successful work for National Advertisers.

The New York GLOBE says of it:

"John Lee Mahin knows as much about Advertising as any man in America. Also what he knows is so, and he can tell it understandingly."

GEORGE FRENCH, author of many business books, says:

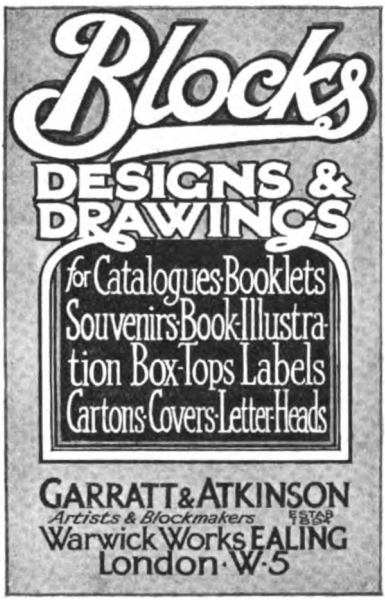
"It gets down to real business of doing advertising, and gives facts and figures, formulæ and methods. I think it is the best book of its kind that I have ever seen."

The A.A. Clubs of the World

expressed their opinion of it by publishing it.

The ADVERTISING WORLD

will send a copy to any advertiser in Britain or the Overseas Dominions, post free, for **10/-**



The Canadian Market for your Goods

Here is a book which answers all the preliminary questions you would ask before placing your goods on the Canadian market. A convenient, condensed compilation of facts and statistics relating to Canada, its people, its products, its markets, its advertising mediums—350 pages of data classified, tabulated and indexed for easy reference.

We know of no book published in the British Empire which serves its purpose so well as

LYDIATT'S

"What's What in Canadian Advertising"

Published at **$2**: post free for **8/6** from

"The Advertising World"

SARDINIA HOUSE,
KINGSWAY, W.C.2.

In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office

SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.

PRESS ETCHING CO., LTD.

12 WINE OFFICE COURT,
FLEET ST., LONDON, E.C.

Telephones: Holborn 2907-8.
Telegrams: "Collotype, London."

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The A.W. Professional Bureau

The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters :
The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone : HOLBORN 2269

These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.

SITUATIONS WANTED.

Advertisement Manager. (B 36)
Experienced man over military age would take outside representation or position as manager and office organiser of publication or advertising firm. Splendid references. £350 or close offer.

Advertisement Manager. (B. 37)
Ten years with a large London store ; five years advertising expert with well-known agency. Over military age. £250–£300. Can commence new duties at once.

Advertisement Canvasser. (B. 38)
Thoroughly experienced. Good connection, free now. Part salary and commission on results. Over military age.

(B. 35)
Advertisement and Sales Manager
Has had full control of large advertising appropriation over a period of nine years. Greatly experienced in dealing with selling staffs and outdoor representatives. Competent organiser. Fully qualified to take control of entire office staff. Age 30. Married. £400.

Advertising Manager (V.H. 46)
desires position in similar capacity. Age 32. Exempt military service. Expert in departmental store advertising. Thorough knowledge printing, blocks, catalogue compiling and Press advertisements. Forceful copywriter and capable of organising and controlling advertising or mail order campaigns. Fully possessed with energy, ideas and tact. Salary about £250 per annum. Inquiries invited.

Copywriter (B. 34)
Thoroughly experienced copy and layout man is open to accept responsible position in Midlands, Birmingham preferred.

Part Time Copywriter. (B. 41)
Experienced advertising man requires work. Capable of turning out good forceful copy at short notice.

As Advertising Manager, or Manager of Mail Order House. (B. 39)
Able prepare effective advertisements and write forceful selling form-letters, besides giving the personal touch that tells—and sells—in individual correspondence. Experience in subscription book-selling and as journalist. Expert lecturer and writer on Salesmanship. Free at short notice.

Advertisement Manager. (B. 42)
Thoroughly competent, seeks position where there is scope for aggressive work. Practical knowledge of every detail of printing and convincing copy-writing. Good organiser and controller of staff. Valuable connection among large advertisers. Aged 49. Twenty years' experience with largest daily newspapers in America and England.

SITUATION VACANT.

A Large Agency
require the services of a competent artist and letter man. Address, "Agency Artist," c/o THE ADVERTISING WORLD, Sardinia House, Kingsway, W.C. 2.

FOR SALE.

MULTIGRAPH MACHINE, PRINTER, MOTOR DRIVE AND OUTFIT, ETC., FOR SALE.

Very little used. Produces 5,000 letters in one hour. Saves printers' bills. A multiple typewriter and rotary printing-press combined.

Particulars from—

H. R. FOOTE, 2a, Harewood Place, Hanover Square, LONDON, W.

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WEST AFRICA

MUST PATRONISE YOU
IF YOU PATRONISE

The West African Advertising Agency

Head Office: Freetown, Sierra Leone.

We accept contracts for posting Posters and Bills, distribution of Catalogues, Pamphlets, Circulars, etc.; insertion of "Ads." composition, Screen halftones (blocks), Matrices, Unmounted Electros (cliches), Linotype blocks, News interlineations, etc., throughout the Colonies in British West Africa, and also in the Liberian Republic.

RATE CARD POST FREE ON APPLICATION.

BADGES

SATIN FLAGS : SOUVENIRS

Designs and Estimates submitted free for any kind of Metal or Enamelled Badges, Silver and Gold Medals, Souvenirs, etc., etc.

OUR DESIGNS & VALUE ALWAYS THE BEST

THOMAS FATTORINI
Badge Manufacturer, **BOLTON**

ALSO AT BIRMINGHAM, LONDON AND SKIPTON

UP-TO-DATE OFFICES
have scrapped the old-fashioned copy-books and now keep carbon copies of their letters.

UP-TO-DATE OFFICES
buy their carbon papers direct from the makers.

THE ALL-ENGLISH MAKERS ARE THE

READ MANUFACTURING COMPANY (LONDON), Ltd.

Makers of Carbon Papers, Typewriter Ribbons, Wax Stencils, Duplicating Inks, etc., etc.

The "ReMaCo" Duplicator is the best flat-bed Duplicator on the market.

The "HOLDER" Office Stamp Book is the most convenient and business-like method of keeping your stamps in order, and costs only 1/3.

Write for our Booklet and Samples of Carbons FREE

The Read Mfg. Co (London), Ltd., 17-19, Finsbury St., London, E.C.2

Indian & Colonial Advertising

Expert Advice from Personal knowledge of Markets and 60 years' experience.
WRITE FOR PARTICULARS.
D. J. KEYMER & CO.
8 WHITEFRIARS STREET, LONDON.
Telephone No.: 5310 Holborn.
ADVERTISING COUNSEL

Permonise

your advertising display matter, showcards, note cases, perpetual calendars.

Send us specimens of your advertising display matter — we will gladly show how Permonising will make them look better and cut your costs.

Address your letter to Stanley V. Machin

THE PERMO COMPANY
London Road, Beddington Corner, Mitcham, Surrey

Telephone - - - Mitcham 832

Monthly **6d.** **LONDON** THE **TIME-TABLE** Monthly **6d.**
600 pages AND RED RAIL GUIDE (ABC) 600 pages
FITS THE POCKET IN SIZE AND PRICE

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

Special Features:—Steamship Guide, Buyers' Guide, 'Bus and Tram Services, Entertainment Guide, London Stores, Hotels, Golf Clubs, Racing Fixtures, etc.

General Offices: Hampden House, 3 Kingsway, London, W.C.

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The A.W. Information Bureau

This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.

Note These Two Simple Rules.

(1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).

(2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

SOME OF THE ENQUIRIES ANSWERED THIS MONTH.

FROM A SOUTH AFRICAN CIVIC ASSOCIATION.
We are wishful to supply in the reading and writing room of our Visitors' Enquiry Bureau here illustrated literature relating to the resorts in the Home Land, and I shall be pleased if you can put me in touch with the means of getting this.

FROM AN IRISH ADVERTISING FIRM.
I shall be thankful if you can give me some addresses where I can obtain good advertisement drawings at a reasonable cost.

FROM A CALCUTTA FIRM.
Will you let us have the names and addresses of some agencies in England specialising in patent medicine advertising.

FROM A PROVINCIAL ADVERTISER.
Will you oblige me with the address of a few firms who you know stock instruction labels for gumming on packages sent by post.

FROM A MIDLAND SUBSCRIBER.
I have a new idea for advertisers in the way of cigarette advertising, and should like your confidential report as to its value, and if the idea or anything like it has been used before in this connection.

FROM THE PUBLICITY MANAGER OF A GOVERNMENT DEPARTMENT.
Will you be good enough to give me all the names and addresses of firms who would be able to make a large quantity of badges for a scheme which our department is now developing.

EVENING CHRONICLE
(Manchester)

is First in News—First in Interest—First in Circulation.
Therefore it is First in Value as an Advertising Medium.

46 Shoe Lane, E.C.4.

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Some of the Enquiries answered this Month—*continued.*

FROM A FRENCH SUBSCRIBER.
Can you give me the names and addresses of the publishers of the following advertising books . . . ? I think it would be well if the publishers put in their addresses and not only their names in the advertisements.

FROM A WELL-KNOWN CIGARETTE FIRM.
Please give us the names of contractors for advertising on the ——— omnibuses. Also the names and addresses of any firms who specialise in printing on silk.

FROM AN AMERICAN FIRM OF MANUFACTURERS.
We notice that your Information Bureau is in a position to meet the desires of concerns in America, and we should like to hear from you regarding the best fields and most responsible concerns in England which can now, and will, use our artificial leather in the manufacture of trunks, suit cases, toilet and stationery sets, etc., coats for aviators, motor-cyclists and automobilists. We have practically closed contract with our United States Government to supply our forces now going to France with jerkins and leggings of our artificial leather in khaki colour and in black.

FROM A COLONIAL ADVERTISING MAN.
My sister in England is anxious to follow my example and enter the advertising business. Are there any schools you could recommend to give her a preliminary training in the business ?

FROM AN ENGLISH ADVERTISING MAN IN THE TRENCHES.
I am most anxious to gather a library of advertising books by English advertising men ; I have a good American library. Will you kindly send me a list of the most desirable books ?

FROM AN INTERNATIONAL ADVERTISER.
Can you advise us of the names and addresses of firms which could supply watch cases ?

FROM A WELL-KNOWN ADVERTISING ASSOCIATION.
Can you give us the name and address of a manufacturer of a folding machine for letters and circulars ?

FROM A PROVINCIAL HOUSE.
We are finding the pinch in the shortage of strawboards and packing material. Have you heard of any substitutes being placed on the market ?

The BRIGHOUSE ECHO
AND THE ELLAND ECHO

FRIDAYS (Established 1887) 1d.

CIRCULATES in one of the best industrial areas of the West Riding of Yorkshire, and is the only local newspaper for the Brighouse, Elland, and Hipperholme districts.

The ECHO is the paper to which the public look for reliable and the most complete reports of local events.

The ECHO is the paper on which advertisers rely to give the utmost publicity to their announcements.

The ECHO is a safe medium for reaching the purchasers in districts where the number and variety of trades ensure good and constant employment.

John Hartley, Ltd., Publishers,
BRIGHOUSE

ADVERTISING
THAT BRINGS RESULTS

For
MOTOR TRACTORS
Dairy, Milling and all
Agricultural Machinery

THE IRISH HOMESTEAD
(Founded by Sir Horace Plunkett)
Will put you in touch with the
UNLIMITED BUYING POWER
now possessed by
AGRICULTURAL IRELAND

Specimen and rates from—
18 SOUTH FREDERICK STREET, DUBLIN

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The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

OCTOBER, 1917

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"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. to places in British Possessions and 12s. to foreign countries; single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

ADVERTISEMENT RATES can be obtained upon application to the Manager. FORMES CLOSE FOR PRESS on the 30th of each month.

SARDINIA HOUSE, KINGSWAY, LONDON, W.C.

Registered Tel. Address: ADVERWARLD, HOLB. LONDON. 'PHONE: 2269 HOLBORN Cables: ADVERWARLD, LONDON

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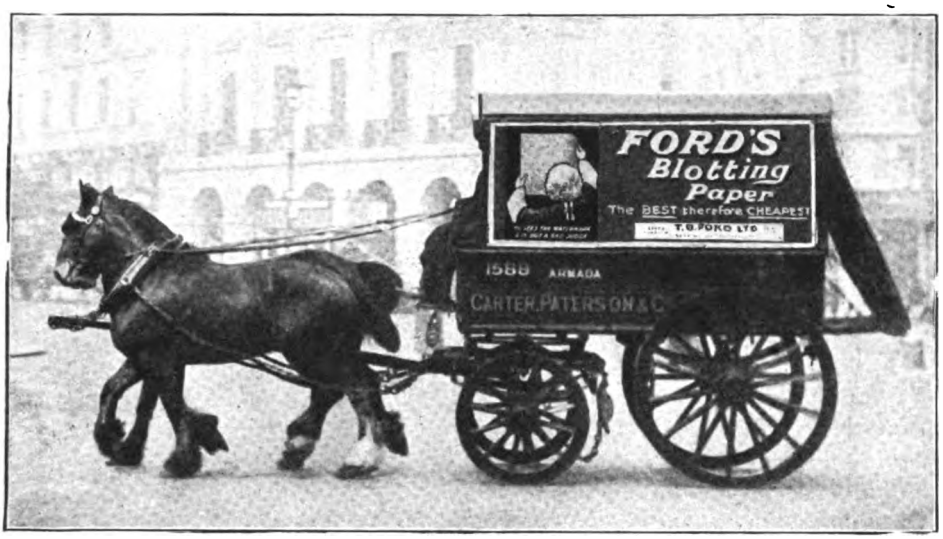

AS SOLE AGENT

for the posters on the
vans and motors of

CARTER PATERSON & CO., LTD.
PICKFORDS (London and Suburban)
LONDON PARCELS DELIVERY CO., Ltd.
BEANS EXPRESS, LTD.
(London and Suburban Service)

I can offer the best spaces available for the moving poster advertiser. I can supply and post large posters on some of these other well-known vehicles.

Write for particulars of spaces vacant :

J. WEINER,

32 SHAFTESBURY AVENUE, LONDON, W.1.

Telephone : 1128 Gerrard. Telegrams : "Lithoprint, Piccy, London."

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Announcement.

ALTHOUGH this Agency is not a member of any Organisation of Agents it does not compete for business during the period of the War *or at any other time.* It undertakes to serve Advertisers *at their request.* It does not canvass for accounts that belong to its competitors and never *underquotes by cutting commissions or otherwise.* It renders a superior service and charges a fair price for it.

CHARLES · F · HIGHAM
LIMITED

The Leading Firm of Professional Advertisers,
Imperial House, Kingsway, London, W.C.2.

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MR. WILFRID HILL.

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VOL. XXXII. NO. 4 OCTOBER, 1917

BUSINESS ADMINISTRATION

A TEUTONIC BOGEY

THERE is happily every evidence that this country will not be caught as unprepared for peace as it was for war. A vast amount of preparatory work, official and unofficial, is now in hand, though there is still plenty to be done before we shall be able to enter upon the activities of the peace-time that may come upon us at any moment in full command of the whole of our immense resources.

A certain number of timorous and procrastinating manufacturers and traders are holding up preparations that are vital to their future well-being owing to a fear of what Germany and Austria-Hungary may do commercially after military operations are concluded. They want to "wait and see" the hand of possible enemy competitors before in any way committing themselves.

By so doing they are playing the enemy's game, and are allowing

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themselves to be frightened by a bogey produced for their especial benefit.

This bogey is the idea that Germany and her chief accomplice have been accumulating enormous stocks of goods with which, immediately after some peace by compromise is concluded, they will be in a position to flood the markets of the world, to undersell all competitors, and to regain at one bound, if not to enlarge, their old position in international commerce.

The idea is absurd ; but that does not prevent it being widely prevalent and capable of doing a good deal of mischief.

It is absurd in the first place because the " peace by compromise " that alone would give the Central Powers full liberty to behave as characteristically in the commercial field as they have in the field of war is a dream—a German dream—that will not materialise. Even before the entry of the U.S.A. into the conflict it had taken on the hues of dissolution, and now it is no more than the fading memory of a desperate hope.

If anything is clear it is that the opponents of Central European barbarism mean to fight the evil thing to a finish, and that they have the power as well as the will to carry out their intention.

For many years after the war such external trade as is done by our present enemies will be done " by kind permission " of the Powers they have arrayed against them, and will have to be conducted in a straightforward and decent manner.

Even if this were not so we need not labour under the slightest apprehension of aggressive commercial activity on the part of our enemies when peace is declared.

For the fact is that the machinery of German and Austro-Hungarian industry and trade is utterly ruined, and that nothing short of vast annexations and huge indemnities would provide the Central Powers with the ability to recover for many decades even a considerable portion of the overseas commerce they have lost.

The only peace terms that are in view for them will leave them with shattered institutions, demoralised organisations, deteriorated plant and devitalised workers. Involved in political, financial and industrial chaos they will hardly be in a position to hold their home market should outsiders seek to invade it.

So far from there being any fear of intensified German competition for world trade after the war, the portion of world trade that was Germany's is now open to competition between, mainly, Great Britain, the U.S.A. and Japan. Despite the generally detrimental effect of the war upon trade, it still represents more than sufficient to inspire the most strenuous endeavours to secure a large slice of it. The fight will be friendly this time, but it will be fierce, and if our own manufacturers and merchants are to obtain such a share as they would consider themselves entitled to they will have to put themselves into the best possible trim without delay.

Rumours circulated for the specific purpose of making them defer their preparations—a despairing effort of German bluff—they should treat as they deserve—with contempt.

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A DANGEROUS COMBINATION

HERE seems to be every probability that before very long the relations between organised labour and the co-operative movement will become of the closest ; that, in fact, the funds of the labour unions will, in effect, form a new financial backing for commercial co-operation as it now exists.

This will greatly increase the power of a group of trading interests that has always been inimical to advertisers, and renders it still more urgently necessary that the co-operative societies, wholesale and retail, should not be allowed unfair advantages as against private traders.

Such advantages they now possess, both under the law and by the nature of an organisation that invites the exercise of much oblique influence upon those whom it is desired to secure as members. We have no quarrel with co-operative trading as such—quite the contrary —but as it is at present most generally conducted we consider it socially unhealthy.

Should it identify itself with trade unions, which are every day becoming less representative of the whole body of workers, we shall not be any the less suspicious of it as a self-interested and sectional organisation which has not the smallest claim to any special favour from the State.

If it retains its privileges or obtains further favours it will only be because politicians are often more careful of votes than of principles.

CAVEAT EMPTOR

HE tendency of advertising, as it is practised to-day, is clearly displayed by its effect upon the cynical old axiom that used to be considered basic in connection with every kind of commercial transaction.

Without going so far as to say that " Let the buyer beware " is a phrase that has altogether lost pungency and point, we may claim that modern advertising is making " Let the seller beware " of ever-increasing relative importance in the domain of trade.

The advertiser, in the amount and nature of the advertising that alone can make his business successful, is bound to offer securities and give hostages for his good behaviour. However much he might like to be able to do so he dare not hoist the black flag and indulge a taste for piracy on the high seas of commerce.

Scientific advertising is very surely destroying the ancient and romantic profession of the commercial buccaneer. It is proving conclusively that in its own field knavery is more foolish than folly.

The sudden raid, the hasty gathering of loot and the quick get-away no longer offer the predatory trader prizes of any value. It does not pay the advertiser, in the circumstances that govern him

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to-day, to " touch and run " ; he must stay if he desires to collect reasonable profit. Therefore he must make himself acceptable to the community ; and therefore he must be honest.

Few of us are without a sneaking fondness for the dashing rogue, even though we may sometimes suffer from his depredations ; but, none the less, we may be grateful to the agencies by which his old-time freedom of action has been circumscribed.

In commerce, as we have said, the most powerful agency in putting the rogue out of business has been advertising. Those who so loudly rail at advertising because it has not yet attained a millennial perfection in motive and method would do well to remember this.

In doing something to erase " *caveat emptor* " from its pride of place among commercial maxims, advertising is doing a service to society that more than atones for its still existing errors and shortcomings.

USEFUL RECRUITS

IN an interesting leading article *Country Life* lately discussed the problem that will presently be presented by the establishment of young officers returned from the war in suitable civil occupations.

Many of these, as it justly points out, were more or less advanced students of one or other of the learned professions before they took up arms ; but even if they have not had all they had learnt driven out of their heads, as is most probable, they will have lost so much valuable time while " on service " as to be unable again to take up their interrupted careers with any great prospect of success.

With this in mind *Country Life* has a very useful suggestion to offer.

" We may reckon with certainty," it says, " that the men will be strong and full of energy. In other ways the war will have improved them. They have been taught self-control, promptitude of decision, readiness to undertake responsibility, and the other qualities that make up leadership. In other words, they will be ideal leaders in the great commercial rally for which we are all preparing. For these abundant room may be found in the highly organised commerce which will have to be brought into existence in furtherance of the policy of increased productivity to which we are all now devoted. The way to hold our own against the Germans or any others is less by what has been called economic warfare than by bringing our manufactures and our system of distribution to the highest possible point of perfection. It may be necessary to protect infant industries, and the country will not shrink from doing that ; but that is not making war against an outside enemy, but acting in self-defence. On such lines as these it seems possible to provide a wide future for those splendid youths who have laid aside all in order to give their services to the defence of the country.

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"They will succeed all the better in life for the striking experience which they have had to go through at the outset. We believe that the great majority will conclude that they have had more than their share of adventure, and will be only too glad to settle down to a peaceful occupation in which prizes go to the industrious as well as to the brilliant."

This idea is one that our manufacturers and merchants will do well to note, and we are glad to be able to give it additional publicity.

We may add that the machinery for distributing British goods will stand in even greater need of being keyed up to a higher pitch of efficiency than the machinery for producing them, and there will be room for all the ability and energy that is likely to be forthcoming in the advertising and selling of British commodities in the markets open to them after the war.

No business is more varied and interesting than that of advertising, for it touches all sorts and conditions of people at every conceivable angle. No business offers more play to the full battery of aptitudes possessed by a many-sided man or can give him a daily task that takes on so many of the aspects of adventure, and in no business will there be greater opportunity for a worker of brains and energy to perform vitally important national service.

It is not a business which presents any openings for laziness or incompetence, but it has always a welcome for the right kind of recruit and the prospects it places before him are excellent.

A REGRETTABLE INCIDENT

A PROPOSAL to allocate a relatively small amount of money to advertise the new issue of U.S.A. Liberty Loan bonds has been rejected by the House of Representatives. As much more than merely friendly observers we may be allowed to say that we were not only sorry to see this rejected but still more to note the general tone of the debate which preceded its rejection.

Only one or two of the speakers seemed to have the glimmering of an idea that any elementary principle of justice, of national efficiency, or even of business expediency was involved in the proposition under discussion.

Most of them appeared to be perfectly willing still further to exploit the patriotism of the advertisers, agents and newspaper publishers who at their own cost provided the major portion of the publicity which successfully floated the first Liberty Loan issue. Many of them could not refrain from abuse of the interests and organisations upon the generosity of which they proposed to rely.

"So far as newspapers and magazines are concerned," said one speaker, "they are at present, under the existing postal laws, enjoying a subsidy of about $90,000,000 a year. . . . That particular 'graft' has cost the people of the United States $1,200,000,000 in the last 32 years."

Whether this be true or untrue, it is entirely beside the point. The Government allows the subsidy and with its supporters is

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responsible for so doing. If the subsidy is indefensible the Government is to blame and not those who profit by it. In any case it cannot with dignity and justice attempt to even an injustice by picking the pockets of those whom it has unfairly benefited.

The sole question at issue is whether the Government should pay a fair price for the services it requires from private individuals and corporations, thus distributing the national burden among the whole body politic, or whether it should make exceptional demands upon a section of its citizens simply because they are exceptionally willing to respond to them.

Our contention is that to impose a tax upon the patriotism of the willing in order to relieve "slackers"—for that is what a call for unremunerated private assistance amounts to—is a vicious policy for any public authority to adopt.

The one other feature of the debate in the House of Representatives upon which we cannot refrain from commenting, was the attack made upon the advertising clubs and agencies of the U.S.A.

A "gentleman from Illinois" was particularly violent in his animosity against the agents. "These advertising agents," he declared, "are not here at the request of the patriotic newspapers of this land and their owners. They are here because they expect themselves to pull down commissions out of this transaction. That is the reason they are here. They have simply joined the vultures that hover over the Capitol. . . . You are insulting the publishers of the country when you propose to dole out to them through cut-throat advertising agencies such part of $2,500,000 as these agencies may be willing to divide with them."

This, be it observed, of the organisations which without payment gave of their best in order to provide the advertising that admittedly made the success of the first Liberty Loan bond flotation. Mr. Robert W. Woolley, of the Treasury Department, declared without reservation that "without the aid of the advertising man we would never have pulled out."

Only a very complete ignorance of the functions of the modern advertising agent can explain such utterances as those of the "gentleman from Illinois" and his supporters.

The work of an up-to-date agency service in planning a campaign, in preparing "lay-outs" and copy, in securing illustrations, in designing typographical display, in issuing copy to media, in checking its insertion, etc., etc., is usually not in the least over-remunerated by the 10 per cent. commission that is, very often only nominally, allowed for it.

Even so, the American agencies, acting through the associated advertising clubs, did not propose to claim their customary commission should it be considered excessive. They were perfectly willing to accept any rate fixed by an advertiser, or advertisers, of admitted status and knowledge.

Never, in fact, were "vultures" less rapacious and more reasonable.

The matter, we hope, will not be left as it is. The effect of the

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debate in the House of Representatives was to cast a most undeserved slur upon the American advertising business and all those engaged in it.

In addition, it does something towards the fixing of a national policy that at all times is inequitable, and in existing circumstances is, as we think, positively dangerous.

COMPETENT DIRECTORS WANTED

N the course of an address delivered the other day to the Society of Motor Advertising Managers Mr. Wilfrid Hill referred to a reformation in the constitution of boards of directors as one of the necessities of commercial reconstruction.

He pointed out that a large number of the directors of great commercial enterprises were men absolutely devoid of business experience or knowledge, and contended that to directorial incompetence some of the most glaring shortcomings of British commercial practice might be traced.

That his contention is true will hardly be denied. Directors who have any intimate knowledge of the product, or the methods of production, with which by virtue of their office they are concerned are comparatively few; those with a practical understanding of the distribution and selling of that product are rare birds indeed.

The result is that the executive officers on whom the actual responsibility for the success, or failure, of a business is thrown are often hampered and constantly irritated by the sheer ignorance of the final board of control.

It frequently happens that the general manager of a business, or the departmental managers who have direct communication with "the Board," find that a good half of their energy and ingenuity must be employed in managing the directors instead of in managing the business.

If a directorial board consists of dummies and merely exists, apart from ornamental purposes, to ratify the decisions of a business management little harm sometimes results, though the arrangement is far from being ideal; but it is generally found that the more ignorant individuals in authority may be the more interfering and self-opinionated they become, with results that may well be disastrous.

It is perhaps natural that the most conspicuous exhibitions of directorial ignorance are usually given in relation to salesmanship and advertising. There has been during the past ten or twenty years what amounts to a revolution in salesmanship; and a knowledge of the most modern and effective methods of appealing to the consumer is practically confined to those who have been in daily contact with the problems which they are designed to solve.

It is really quite time that something more should be demanded of a candidate for a business directorship than a mere "share qualification."

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WILFRID HILL

A Character Study.

By EDWIN CHARLES

"I DETERMINED that business should not bind me in fetters; rather that it should give me wings."

There speaks the character of the man. In that epigrammatic sentence, spoken by Mr. Wilfrid Hill at the dinner given to him by the Society of Motor Advertising Managers, he expressed the propelling power which has enabled him to attain his present position in the commercial life of this country. Consciously or unconsciously, in those few words he opened for a moment the very windows of his soul to the onlookers; for he is one of those men of indomitable will who would not allow a habit to become his master. So he would not permit even business—keen business man though he be—to assert too strong a dominion over him, lest perchance the habit of business absorbed him to the exclusion of things that mattered more.

It is impossible here to do anything like justice to the many-sidedness of Wilfrid Hill. Business man, politician, sportsman, poet, municipal enthusiast, economist, lecturer, he presents a diversity of themes.

In appearance he is as unlike the generally preconceived notion of the self-made man as can well be imagined. No portentous frown, no studied preoccupation of mind, are manifest in him. Although near his jubilee year he looks still a young man in the prime of health, nor does he affect any dress to mark him from his fellow men. A well cut and well fitting serge or tweed lounge suit and bowler hat are his wont. They are comfortable, and that is good enough for him. The man who had enfranchised himself from the tyranny of business would not permit himself to become subject to the tyranny of dress.

The lesson, "Man, know thyself," Wilfrid Hill learned long ago. He has a strength and force of character amazing at first sight in one so kindly and tranquil in appearance. He knew that the first step to character was to know himself; to know his best points, and to strengthen them; to know his weak points, and to scrap them. He does not permit that worst of all deceptions, self-deception. Instead he has practised self-knowledge of an introspective and analytical kind; and the result is that his friends know the best of him (which is much) and the worst of him (which is but small) and love him for both.

If one only knew the detailed organisations that he controls, the myriad working details that he has at his finger ends, the ease with which he deals with the most complicated situation, one would murmur with Goldsmith:—

"And still they gazed and still the wonder grew
That one small head could carry all he knew,"

and then further wonder how he manages to preserve a serenity of demeanour that nothing seems to ruffle, an equable imperturbability that nothing disturbs. And the great secret (after scientific deputisation and delegation)—is never be flurried or crowded. Do each thing as it comes and never leave it till it is done—and well done.

He is a man of sunny disposition and of an engaging frankness of demeanour. But be not deceived. He will see you—he likes seeing people. He will talk with you—he likes talking to people. And he will listen; for he is a patient—an eager—listener, always ready, anxious, to add to his sum of knowledge. But behind that winning smile there is the keenest intelligence. In business he is not out for giving away. He pays—readily and promptly—twenty shillings in the pound, and he expects twenty shillings in the pound for what he buys, whether it be goods or advertising space.

He has made business give him wings of freedom. He has subdued business to his needs and made it his willing servant. That is Wilfrid Hill, founder and principal of the County Chemical Co., Ltd., Birmingham, and chairman of the Calthorpe Motor Co., Birmingham, and many subsidiary companies.

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APPEALING TO MOTHER-PRIDE

The well-directed campaign that is advertising "Dainty Dot" children's clothing

IT IS in a way easy to advertise any article that has a direct connection with the mother's care for, or pride in, her children. The advertiser is able to appeal to, perhaps, the very strongest of all human emotions, and can count with certainty upon a ready response to any proposition that is tolerably well presented.

Perhaps the chief reason why a considerable amount of advertising directed to mothers as mothers is so much less effective than it might be made is the advertiser's conviction that his task is so easy that there is no need to take any great pains in its performance.

This is an expensive idea to hold, for in this class of advertising, as in all others, what is only just good enough to pass is decidedly not good enough to secure the best results; and the advertiser who is content with less than a maximum return from his expenditure is, in effect, throwing a portion of it into the gutter.

Moreover, if his proposition is an easy one, the competition to be met, in quantity and quality alike, should show the advertiser the wisdom of "extending" himself to his fullest capacity.

The campaign which has induced us to offer these preliminary observations is that launched in the interests of "Dainty Dot" children's clothing. It seems to have been particularly well conceived and carried out. In any case, whatever may be thought of their achievement, the advertisers have this much to their credit—they started out with a definite conception of what they wanted to do, and a detailed scheme on which to base their operations. This is the first element in the success which, if material evidences are to be accepted, they undoubtedly have scored.

That in details the advertising matter issued is open to improvement may be

THE "DAINTY DOT" FIGURE AS IT APPEARS ON A SHOWCARD

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admitted without any discounting of its general soundness both in idea and treatment.

"The proposal to run the campaign which has materialised in our 'Dainty Dot' advertising first came under consideration in May," Mr. H. Greaves, advertising manager to Messrs. J. & N. Philips & Co., Ltd., explained to THE ADVERTISING WORLD. "After discussing the proposition from every point of view attainable we arrived at some perfectly clear conclusions as to the lines on which we ought to proceed, and so could set to work with confidence and celerity.

"We decided that we might safely base an appeal to the ultimate purchaser, the mother, on the assumption that the buying of children's clothing is liable to be directed as much by

AN ATTRACTIVE WINDOW : DISPLAY PROPOSITION :

sentiment as by mere utilitarianism. The mother of to-day will have her children hygienically and comfortably clothed, it is true, but she is not the less intent upon the daintiness and charm of the tiny garments she selects for them.

"Some advertisers treat the buying public as an impersonal abstraction. To my way of thinking this is a grand mistake. The public is made up of a collection of individual human beings who are much more accessible to an appeal

POINTED AND TOPICAL

directed to common human instincts and emotions than to any aimed at a cold rationality which the majority of them do not possess.

"This is not to say that the generality of folk are devoid of common sense, but only that in the intimate affairs of family life their hearts have at least as much to say as their heads.

"With all this in my mind I made it my business to study the little ways of children at every opportunity—at home, during my holidays, in trains, trams and 'buses, in fact everywhere—and as a result obtained a great number of useful hints for our advertising; and what was perhaps more important, immersed myself in the atmosphere that belonged to the work before me.

"The principal object of the general Press advertising was to interest mothers sufficiently to make them write for our booklet. The Press announcement was the introduction, the booklet was the

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real salesman. In a booklet the whole proposition can be explained and its possibilities exploited to the full; also one can illustrate the actual articles to be sold and give an ample list of prices.

"Apparently our Press advertising was designed on the right lines, for it has produced a most gratifying crop of

applications for the booklet. These have come from every imaginable section of the population; and, I may mention, not by any means from women alone.

"We have received quite a number of requests to send the booklet to their home addresses from officers and men in training at home, in hospitals and convalescent homes, and even from those on the fighting front. Husbands of mothers, as well as mothers, have plainly to be taken into account.

"Our general Press advertising scheme involved the use of seven-inch and two-inch single column spaces in *The Daily Mail*, *The Daily News*, *The Daily Dispatch*, *The Daily Mirror*, *The Daily Sketch*, *The Sunday Pictorial*, and *The Sunday Herald*.

"To get a steady pull all round it was decided to have one insertion in one paper on a fixed day each week. Thus we should have a seven-inch single column in *The Daily Mail* on a Monday, two-inch single column in *The Daily Dispatch* on a Tuesday, seven-inch single column in *The Daily Mirror* on a Wednesday, two-inch single

ADVERTISING ADVERTISING

column in *The Daily News* on a Thursday, seven-inch single column in *The Daily Sketch* on a Friday, and two-inch single column in *The Sunday Herald* on a Sunday, *The Sunday Pictorial* taking the place of the last-named the next week. In the following cycle the papers which had had seven inches would have two inches, and vice versa. This was a good solid scheme, bringing in a steady batch of replies daily, but owing to the inability of some of the papers to guarantee insertions on one specified day it was not always possible to keep strictly to the rotation.

"The spaces in the weekly and monthly magazines were half, quarter, and eighth pages, and we went in the monthlies every month and in the weeklies every fortnight.

"The magazines and fashion papers

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that we used were *Home Notes*, *Woman's Life*, *Mother & Home*, *Mother's Magazine*, *Coming Fashions*, *Everywoman's Weekly*, *Woman's Own* (publication now suspended), *The Sunday at Home* and *Woman at Home*.

"We have been very fortunate in getting next-matter and other special positions in most of the papers, notwithstanding the present restrictions. Considering the small spaces taken the results have been wonderful. Bigger spaces could have been taken and fewer papers used, but for our purposes I think this would not have been quite as successful, and, after all, it is not space, but what you put into it that sells merchandise."

Mr. Greaves illustrated his remarks by showing us a complete set of the Press advertisements and other advertising material used in the campaign, from which we made a selection for reproduction in these pages.

The first of these shows the "Dainty Dot" trade-mark as it is used on an excellently printed showcard in colours for shop-window and counter display. For more distinctive window display a 36-inch high model of the same figure, in the round, with real hair, dressed in a dainty frock and carrying a "really and truly" Teddy bear, is offered to retailers at a nominal price.

In appealing to the trade the advertisers very wisely devoted themselves mainly to advertising their advertising. Many manufacturers and wholesalers make the mistake of addressing "the trade" precisely as they address the consumer. The retailer is interested in the quality of the goods only in so far as it will give satisfaction to his customers and thus maintain and strengthen the goodwill of his business. Assuming that their quality is sound, what he wants to know is whether any line introduced to his notice will show a fair profit—which will mainly depend upon the rapidity with which he can turn over his stock of it. Therefore, he is particularly keen on knowing what is being done to create a brisk demand for the goods in question; and it will pay the manufacturer to impress upon the trade with all

A SELECTION OF GENERAL PRESS ANNOUNCEMENTS

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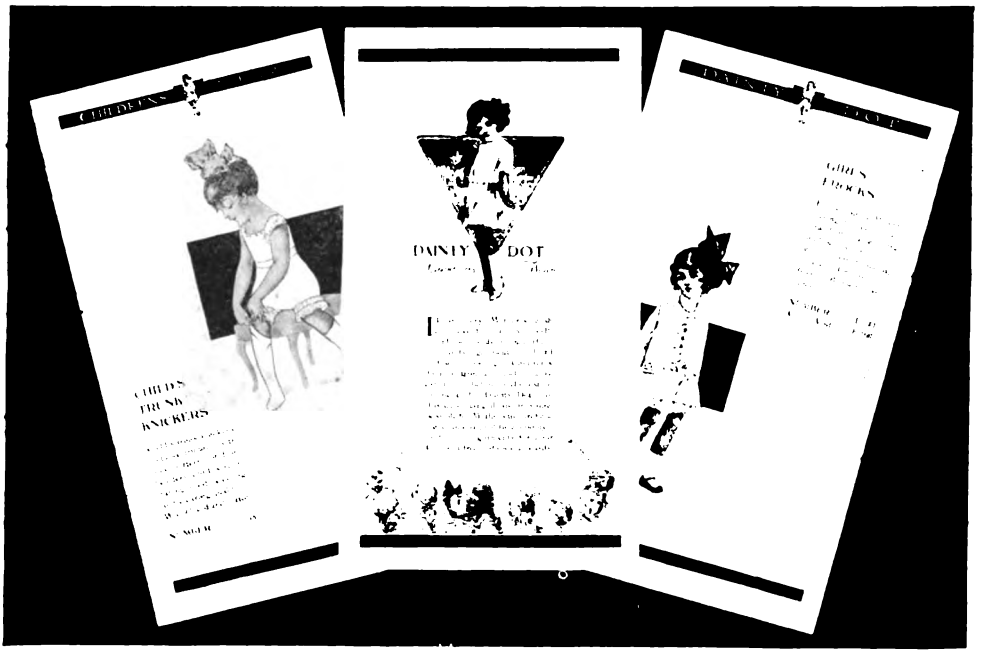
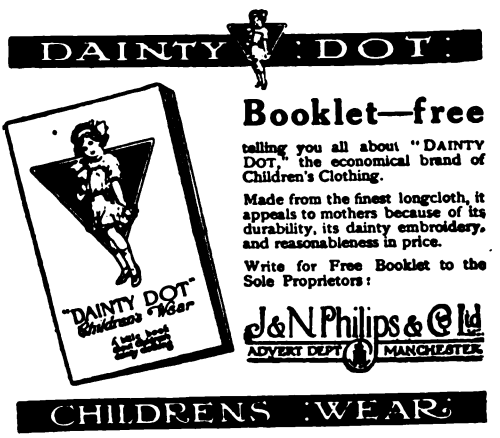

THEEE PAGES FROM THE BOOKLET

possible emphasis what he is doing in this direction.

The general Press announcements of "Dainty Dot" underwear are good-looking enough to give at once a favourable impression of the goods, though we think they might be made both more dainty and more distinctive with advantage. It is very much to their credit that they not only looked well "in the proof" but showed to equal advantage in the Press; which does not always happen, as many advertisers have had good reason to discover. The booklet-catalogue is designed and put together with skill and taste, and the illustrations possess a touch of genuine childlikeness that very happily removes them from the common variety of children's fashions.

The "Dainty Dot" campaign has, altogether, begun remarkably well and we shall follow its developments with particular interest.



SMALL SPACE DISPLAYS

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VARIOUS AND SUNDRY

"The world is so full of a number of things."—*Robert Louis Stevenson.*

More Censorship.

It is proposed, I observe, that cinema posters should be subjected to official censorship. Now, that cinema posters are very much open to improvement I am willing to admit; but I doubt whether "official" control would do much towards their betterment. Besides, we surely are just now having about as much official censorship as is good for us. It would be much better if those interested in the cinema business would seriously set about censoring their own posters, and so remove any excuse for the threatened interference with their activities. They have been very slow to take cognisance of the widespread disapproval that some of their public pictorial exhibitions have aroused, and should they do nothing to mend matters must not complain if the task is transferred to other hands.

Elegant Copy-writing.

Reading "Bell's Monthly Compendium of Advertisements for April, 1809," I was much interested in an announcement issued by Messrs. Gould and Co. to advertise their "elegant portable family mangle." After expressing "their gratitude to the public and their numerous friends for the favours conferred upon them" in the most genteel terms, the advertisers embark upon a description of their speciality. These mangles, it appears, "are so portable as to be taken with ease up or down stairs to any part of the house, and so compact and elegant in their construction as to be often taken for a piece of music; it occupies less room and serves for a sideboard if necessary."

What a pity that Gould's mangles are not still for sale to furnish inspiration to one of our more elegant copy-writers!

DESIGNED TO ADVERTISE AN ENTERTAINMENT BEHIND THE LINES

A "Top-Hole" Design.

From *The Direct Hit*, the admirable "house organ" of the London Regiment, I reproduce an excellent poster recently issued to advertise an entertainment given just behind the fighting lines. Our "contemptibles" are, as may be seen, quite capable of producing their own posters as well as providing suitable entertainment both for themselves and the enemy. In the instance under notice they have turned out a poster of front-rank quality. I should be very happy to see a few more designs worthy to rank with it on our hoardings at home.

Rather Tall!

An illustration of "one of those things we could wish to have expressed differently" was afforded lately in an advertise-

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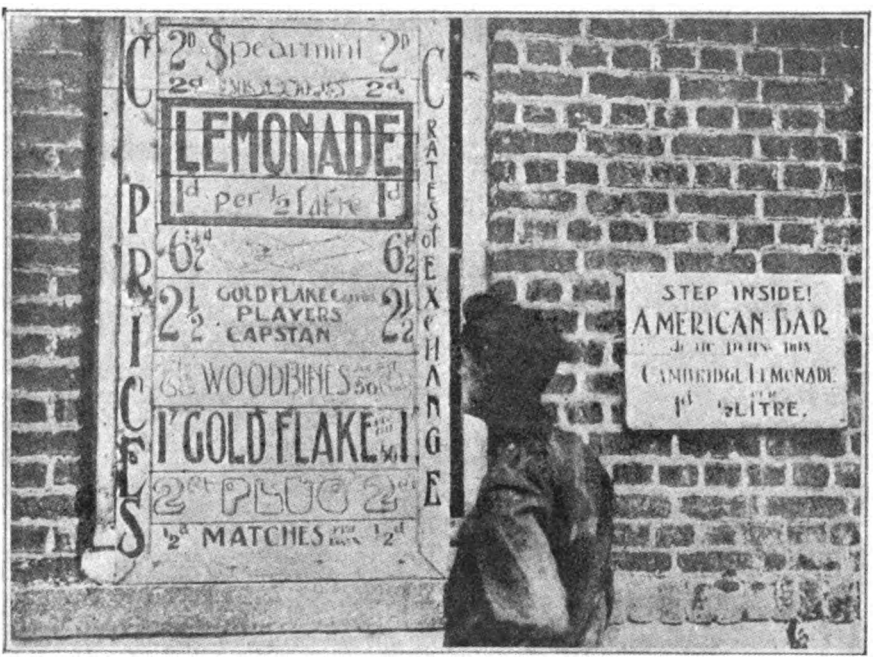
ment in a London daily paper. It was of a house to let, and began as follows: "Caterham. — A charming house, 650 feet high, well furnished." Then followed a description of the aforesaid charms, among which I am not surprised to find was "glorious view."



CANTEEN ADVERTISING AT THE FRONT

[By courtesy of the "Saturday Evening Post."

But what did surprise me was the absence of any mention of a lift! I must say, too, that a rent of only 2½ guineas a week furnished for a house 650 feet high is distinctly cheap.

Unpurchasable Publicity.

The kind of publicity that is represented by the announcements shown in the accompanying illustration of a canteen at the front is as valuable as it is, directly, unpurchasable. It is the sort of bonus that the really astute and energetic advertiser is always getting over and above the advertising for which he actually pays. Retailers and distributing agents are always ready on their own account to advertise commodities for which a general and brisk demand has been created. They will do nothing to help the sale of "dead" goods; for such bring them no trade. It is for the advertiser to see that his goods are so widely known that it pays the retailer to use them as a lure for customers.

Comfort for Brain Workers.

In THE ADVERTISING WORLD attention has been called more than once to the wisdom of giving brain workers pleasant surroundings in which to carry on their avocations. I am glad to see a writer, "E. E. M.", directing attention to the same subject in the current issue of *Higham's Magazine*. From this article, entitled "The Value of Colour," I make the following extract:

"How can you expect a man to write 'live' copy, or to paint pictures of living colour, if you shut him up in a dull, dreary room to do it? It cannot be done; you will never get good results that way. How can you expect your employés to be bright and alert if you crowd them up in uninteresting

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offices where the very atmosphere kills the keen young life in them? Again, you cannot do it. An office is a place where serious work has to be carried out by responsible people; there is no room for superfluous ornamentation, but it should be light and pleasant. The business of the firm will not go to ruin because the manager has carpet on the floor of his office or because the counting house keep a bowl of roses on the safe."

This is well said.

Advertising in War Time.

Mr. L. R. Bradley, keeper of Publicity Records to the National War Museum, is vigorously prosecuting his campaign to secure a complete set of all advertising matter relating to the war in order that it may be preserved in the War Museum. Such matter constitutes a unique record of one phase of our national history since August, 1914, and this aspect of it has been happily expressed by Mr. Bradley, who in the course of a letter to this paper, says:—"Probably in no other way is it possible to record for future generations how very intimately the war affected every man, woman and child who lived at this period. The change in quality and quantity of the food we eat, and the clothes we wear, the many economies we are urged to effect, the endless shortages to which we have to submit, the vastly increased cost of living, the effect of air-raids on theatres, tubes and the hour of leaving business—all these things can be vividly realised in the advertising of the period. To historians this collection will be an invaluable record of the correct colouring and atmosphere of the period."

The Importance of Little Things.

It is just because these advertisements deal with the comparatively smaller things that they will be so valuable in enabling future generations to appreciate the life of the people during the great war. State papers recording our negotiations with the enemy, in the hope of maintaining peace, and our correspondence with our Allies are invaluable in their own sphere, but the announcements to which Mr. Bradley refers throw essential sidelights on the way in which we "carried on" during this momentous time. Would the diary of Mr. Pepys be half as fascinating and instructive as it is if he had only recorded great State events? Do we not love it because it tells of the little doings day by day which enable us the better to see with mental vision the times in which he lived?

So for this reason and for the credit of advertising, that the great part it has played may be properly chronicled, I hope all advertising men, poster printers and the like will assist Mr. Bradley to make the collection as complete as possible. It will show future generations, too, the help advertising afforded in the raising of the needful men, money, munitions and ships.

Wise Words.

I commend to the notice of my readers a remark made by Mr. Arnold Rowntree, M.P., at the opening of the enlargement of *The Northern Echo* offices a little while ago. He said: "It is absolutely essential if the democracy of this country are going to take an intelligent interest in foreign affairs that they should be able to know the facts with regard to foreign affairs. It is all right for us to say that it is necessary to have a larger democratic control with regard to foreign affairs, but that democratic control will be of no importance unless it is informed and educated. And that it seems to me can only be done by the influence of the Press."

These are wise words. If the democracy of this country want to play an even bigger part in the control of the Empire the people must realise their responsibility and study the questions concerning which they desire to use their influence. Also the Government must give the people all possible information that they may form a right judgment.

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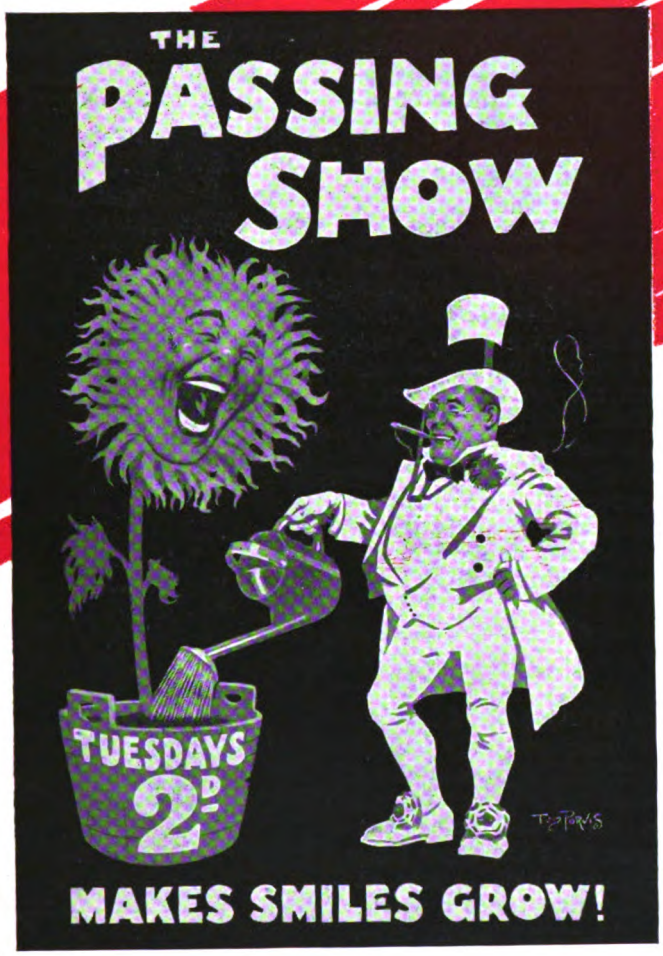

ALL who have anything to do with THE PASSING SHOW keep smiling. Frankness, cleanliness and "guaranteed" advertising leave no cause for frowns.

ADVT. RATE £30 PER PAGE AND PRO RATA.

Philip Emanuel, Advertisement Manager.

ODHAMS LIMITED, 85-94 LONG ACRE, LONDON, W.C.2.

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A Kindly Tribute.

Associated Advertising, the monthly organ of the Associated Advertising Clubs of the World, pays THE ADVERTISING WORLD the compliment of reproducing in full, with acknowledgment, the article which we lately printed on the subject of the Liberty Loan advertising in the States. The purport of the article was to protest against the fact that the Government of the United States did not pay for the space it used. In some introductory remarks our contemporary made very kind reference to this paper, observing that it reprinted the article "because THE ADVERTISING WORLD has a perspective which is hard for those on this side of the Atlantic to attain, and more especially because it speaks after England has been three years at war; some comments recently upon the campaign are especially illuminating."

French Paper Shortage.

In obedience to an official decree practically all those Paris daily papers which were published at a halfpenny have lately raised their prices to one penny, the reason given being the shortage of paper. At the same time the halfpenny papers now appear at an increased price five times a week, and then with larger issues. The order has, however given rise to a good deal of dissatisfaction, and several of the provincial dailies have refused to obey the decree, which had also required them to reduce their size. The leading Amiens journal, *Le Progrès*, one of those which refused to obey, states frankly that the order which compelled the dailies to reduce their size on certain days made it impossible for them to carry out their advertising contracts, which were such that they needed to appear with four pages a day at least.

The real inwardness of the whole business is a little hard to follow on this side of the Channel, as there appear to be wheels within wheels, but it is said the actual effect of the decree will be to increase, and not decrease, the consumption of paper by the big dailies, and thus enable them to carry out their substantial contracts with advertisers.

Your Money or Your Life?

I warmly sympathise with those who were subjected to the pictorial bludgeoning of the Liberty Loan poster herewith illustrated. It is difficult to understand why Miss, or Madame, Liberty is portrayed as in such a tearing rage. Surely she has no cause to be disappointed with the treatment she is receiving in the U.S.A.; if she is, she must be a singularly ungrateful jade. Seriously, this is a design in which force has been translated into violence to the utter destruction of its appeal. People object to be bullied, especially when they are conscious of having behaved themselves in an exemplary manner. No doubt, this poster is merely the result of an excess of zeal, but it is the sort of result that calls for the prompt and complete suppression it will probably receive.

A PEREMPTORY DEMAND

THOTH.

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WHO AM I?

I am more powerful than all the armies of the world.
I have destroyed more than all the wars of the world.
I steal more from industry than all other criminals combined.
I have wrecked more homes than the mightiest siege guns.
I massacre each day on land and sea, young and old, strong and weak.
I am cruel as a Hun. I spare no one. My victims I find among rich and poor alike.
I am the crushing burden that breaks enterprise, that discounts success, that ruins business.
I lurk silently in unseen places, and cast my blighting shadow over every human effort.
I bring sorrow and sickness, degradation and death, yet fools blame me not.
I destroy, crush and maim. Do not look to me for mercy!
I am your worst enemy. I fear only Caution and Prudence.
I am CARELESSNESS!

CARELESSNESS
IS ANOTHER WORD FOR INEFFICIENCY

IN the opinion of the important British Press, and of British Manufacturers, the best book dealing with inefficiency in Selling—the book that has already gone into its second British edition and has just been republished in America—the book that every manufacturer should read is

"HOW TO REDUCE SELLING COSTS"

By PAUL E. DERRICK.

NEW EDITION JUST PUBLISHED.

262 Pages, Cloth, 6/- Nett, 6/6 Postpaid
From Geo. Newnes, Ltd., Publishers,
London, or any Bookseller.

PERSONAL SERVICE

Mr. Derrick's experienced personal co-operation in shaping future up-to-date selling policy and plans can be retained, or the complete Advertising Service Organisation of which he is the head may be utilised.

If you are interested will you write "Personal" to Mr. Derrick for a preliminary interview.

PAUL-E-DERRICK
ADVERTISING AGENCY LTD
Do it Better

34 Norfolk Street, Strand, London, W.C.2

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CO-OPERATIVE PUBLICITY FOR INSURANCE COMPANIES

A Demand for Persistent Effort at Reform.

By MANSON GIBSON

THAT WAS a timely article on this subject in last month's issue. It hit home, and it hit hard; though barely hard enough to make a deep or an indelible impression. No one blow could. By all means, now that the iron is on the anvil, let stroke follow stroke swiftly, persistently. Let the publicists who count take up the hammer in their turn, and let us not desist until the task is done. Hitherto, it seems to me, our publicists have too soon wearied of well-doing. Their efforts on behalf of their own profession have been spasmodic and perfunctory. They have never carried through in their joint professional interest a complete campaign. They serve others; themselves they cannot serve.

A Job Worth Doing.

Well, now, here is a job worth doing—not just a job worth doing because it should ultimately profit the publicity profession, but conspicuously worth doing because its achievement would affect the general attitude in this country towards the value of publicity as an educational force (a consummation devoutly to be wished!), and because it would render a real service to insurance companies, collectively and individually. I trust the task will be undertaken, and that every leader of publicity, every publicitor (perhaps that's a better word than publicist) who entertains high ideals of his calling, will lend his aid. Without wishing to make invidious distinctions, I should like to see participation in this campaign by such men as Mr. C. F. Higham, of whose acquaintance I have not the pleasure, but whose recent book marks him as a practical idealist after mine own heart.

Meanwhile, what is the case for co-operative insurance publicity? Surely it is the case for every cause that is worth promoting.

Very likely there are few insurance magnates unwilling to agree that organised, competent, vivid, inspiring publicity on behalf of the idea of insurance, is a very fine and large conception. Talk (as I have done) to such people about the inevitable result of employing high artistic and literary talent (under expert guidance) to arrest attention and to make insurance a matter of intense personal interest to the man in the street, and the response will be "I believe you, my boy," or words to that effect. The trouble is that they will not act upon the belief, and their concurrence "cuts no ice." Personally I have not found that dignity has much to do with their disinclination to be up and doing. Rather is it the rarity of the pioneer spirit—that fear of being original which is naturally one of the most conspicuous characteristics of a conventional community. It is not false pride that is the defect in these people; it's funk.

A Castle in Spain.

Not so very long ago, indeed, it was my privilege to discuss this very subject with a man of mark in the insurance world. We talked of frequent spaces in the daily and weekly press throughout the country—spaces big enough for good drawings by good artists and for a printed message so skilfully and so humanly expressed that folks would turn to it in preference even to the stop-press news. We concocted schemes for the daily delight and astonishment of the public. There was to be no cheap stuff, no hack-writing, no "gush"—none of the kind of journalism that newspaper-men call "tripe." We—for my insurance friend was by now as fired with enthusiasm as I—had the great British public agog for the latest about insurance, living every day in a state of tip-toe expectation, for all the world like the Parisians in the heyday

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The wide influence and great prestige gained, especially during the last 12 months, by the

Daily Express

are reflected in the figures of the daily Sale of this paper.

The circulation of the DAILY EXPRESS now exceeds **600,000** copies a day, and our books are open to the inspection of any Advertiser or Advertising Agent.

The Value of the

Daily Express

as an Advertising Medium has increased in proportion to its Sale, and the position it has achieved in the front rank of Daily Newspapers.

On October 15th the Scale of Charges for advertisements was increased to:—

Ordinary Position, 30/- per s/col. inch.
On Pages 2 and 3, 36/6 per s/col. inch.

The space allotted to Advertising in the "Daily Express" is strictly limited, and Advertisers should book their requirements early to avoid disappointment.

Daily Express

GEORGE WETTON, Advertisement Manager.

St. Bride Street, London, E.C.4.

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of the feuilleton. And, mind you, these were no castles in the air we built; it was a dream, but it was a realisable dream. It could be realised to-morrow; one day, not very distant, it *shall* be realised. But, when at long last, I said "Go to it, my friend; and get it done," enthusiasm went out of the insurance magnate like the gas from a burst balloon. He *said* the times were not ripe for that sort of thing; he *thought* (I am sure he will pardon this revelation of telepathic activity) he'd rather wait to see some other fellows take the first step.

It is helpful, perhaps, to point to the success which has been achieved by publicity on behalf of the British Commercial Gas Association. There, at any rate, you have a cognate instance of advertising employed simply to promote an idea. The utility of gas for power purposes, for lighting, for heating, for cooking is a good talkable theme, though one can make but a poor case for it as compared with insurance. As the writer of last month's article pointed out, insurance touches the individual at many points. There is hardly an aspect of civilised life which it cannot be made to colour. There is hardly a human emotion it cannot be made to stir.

Just because this question of insurance is so big, so human, so elemental, it is of the utmost importance that it should not be mishandled. Mediocre talent would mishandle it. No one person, indeed, however wonderfully endowed, could tackle it efficiently. There is work for a crowd of geniuses—for men big of heart, quick of head, and gifted with a pen potent to stir the imagination and the conscience of all classes.

Come as cold to this question as you will, be as practical as you please: co-operative publicity on behalf of insurance has more magnificent possibilities than any similar proposition that has been mooted in my remembrance. Habit alone is the hindrance to its adoption. Insurance companies are rutted, bogged, in conventionality. Out of that they can—and, I verily believe, they *must*—be stirred. Is THE ADVERTISING WORLD (in "lower case" as well as small caps.) equal to the task?

OVERSEAS ADVERTISING

New Zealand.

H.M. Trade Commissioner, in his recent report, emphasises the need for advertising British goods in the New Zealand press. He says that of this advertising there is now a serious lack, although better results would probably be attained in this direction in proportion to the population than in the United Kingdom. In practically every hardware store in New Zealand, he explains, the window displays consist almost always of American goods, and he is convinced that there is a material limitation of sales of British goods in the country as a result of the lack of knowledge of their existence. That defect should be remedied by agency work, by catalogues and by advertising. He recommends, too, the organisation, as soon as possible after the war, of comprehensive exhibitions of British goods in New Zealand.

Japan.

The comparatively recent marked improvement in the financial position of Japan as reflected, among other ways, in the quotations for her Government loans has attracted a good deal of attention. While every other of the belligerent nations has been borrowing money by the hundred million Japan has actually been paying off considerable instalments of her national debt, this happy state of things being largely due to the fact that the country has been supplying goods to the Allied Powers which they could not make for themselves while their energies were absorbed in the war. Also Japan has been able to sell her produce to the neutral states which formerly were supplied by the Allies or by Germany.

The figures published a few days ago by the Financial Bureau furnish useful evidence of this significant expansion in the foreign trade of our Far Eastern Ally. The returns are for the six months ended in June last, and they show that the imports amounted to £44,794,000 as compared with £38,044,000 for the corresponding period of last year, being an increase of £6,750,000. Exports were of the value of £70,850,000 against £46,956,000, or an increase of £23,894,000, giving a trade balance in favour of Japan of fully £26,050,000, against £8,912,000.

These statistics clearly prove the prosperity of the country, and therefore our manufacturers who can now, or after the war, export their wares should find in Japan a great market for their goods if they suit the tastes of the people. One must not, however, overlook the fact that our Ally is developing capacity for herself making those things of which she has need.

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The Great Gun of the British Advertiser

THE Peace Conference may—or may not—curb the trading activities of your German competitors, but there still remain a host of wide-awake British and Allied competitors. The efficient advertiser will consider the selling value of an announcement in the Buyer's Guide Section of the MARCONI INTERNATIONAL CODE. This Code is now in the Press. It is a unique instrument for facilitating overseas business—something as new to-day as the telephone, typewriter, or wireless telegraphy once were.

THE MARCONI INTERNATIONAL CODE

GIVES MEANINGS IN THE NINE CHIEF LANGUAGES OF THE WORLD. IT FACILITATES AND CHEAPENS OVERSEAS TELEGRAPHY. ITS CIPHERS ARE THE ELOQUENT WORDS OF A NEW UNIVERSAL LANGUAGE—A LANGUAGE YOU DON'T REQUIRE TO LEARN.

Nearly every exporter, importer, and large consumer in the World will possess and use this Code. By using this wonderful medium, and with one outlay only, you will have fired a "great gun" that will continue to be a live advertisement for years and years. Only one good introduction will more than repay the cost of any space you may book. Complete and post the Coupon below.

MARCONI **Send for free Book** MARCONI

POST THIS COUPON TO YOUR ADVERTISING AGENT.

If you have no Advertising Agent, post this Coupon to
THE MARCONI INTERNATIONAL CODE CO., LIMITED,
Marconi House,
STRAND, LONDON, W.C. 2.

To My ADVERTISING AGENT,
or The Marconi International Code Co., Ltd.,
Marconi House, Strand, London, W.C. 2.

Date: _____

Please send me the Free Booklet and Linguistic Map of the World, and advise me regarding the advertising value to my business of the Buyer's Guide of the Marconi International Code.

Name _____

Business _____

A.W. *Address* _____

Issue a Permanent Advertisement to the Buyers of the World.

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NEWSPAPER ADVERTISEMENT MAKE-UP

By MR. J. L. FRAZIER

The following article, which deals with a matter of much interest to many of our readers, we have taken the liberty of "lifting" from *The Inland Printer*, Chicago, U.S.A.

THE PROPER make-up of the inside pages of a newspaper—which, more properly speaking, perhaps, means the best possible placement of the advertisements thereon—is a matter of considerable importance to most publishers and make-up men. The pyramid is undoubtedly the best—in fact, it is the only systematic make-up of inside newspaper pages. For obvious reasons, it has gained the approval of the best newspapers of the land, whether in the metropolitan daily or the country weekly field, and it is the purpose of this article to explain some of its advantages as well as to describe and illustrate the style.

The pyramid make-up gets its name from the fact that, in following it, the advertisements on every page are grouped in the lower right-hand corner, and, working from the bottom up, the form of a pyramid is obtained. Strictly carried out, the largest advertisement is placed in that extreme corner and the smaller ones placed on the left side and above in proportion to size. The general form may be obtained without placing the largest advertisement in the extreme corner, but a page is not so pleasing when small advertisements are covered with larger displays.

FIGURE 1

For the sake of appearance, and to give the advertisers whatever advantages do not conflict with the paper's style and the rights of readers, it is desirable to have the first column of reading-matter run to the bottom of the page. This is not always possible, of course, for the dominating advertisement is often the full width of the page.

The advantages of the pyramid are apparent when one considers and compares the illustrations shown herewith (Figs. 1 and 2.) By grouping the advertisements in the lower right-hand corner in pyramid form, as in Fig. 2, the reading-matter is massed in the upper left-hand corner. This makes

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The Problem

To-day, the effective fulfilment of National requirements demands the Manufacturer's continued concentration, yet the future—the post-war period—holds so much in store that it would be simply folly to postpone our preparation.

In that preparation Publicity will play a most important part and it is *there* that we can help you.

That our assistance is appreciated is proved by the extensive calls upon our service.

These emanate from all quarters of the Kingdom, and in order to give closer attention to Ireland and Scotland, we have opened an Irish Office at 19 King's Court, Wellington Place, Belfast, where Mr. Robert Aitken will be in charge.

Write him to help you.

Other enquiries to—

SIVITER SMITH SERVICE
(V. Siviter Smith & Co.)
Siviter House, Birmingham
London ——— 10 Lincoln's Inn Fields, W.C.2

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the news most convenient for the reader, as, in turning from page to page, his eyes naturally fall at the upper left-hand corner first, where reading logically begins. In contrast, consider Fig. 1, where the advertisements are scattered without order over the page, with a view, apparently, to giving every advertiser a preferred position. The result is the reading-matter is cut up into small

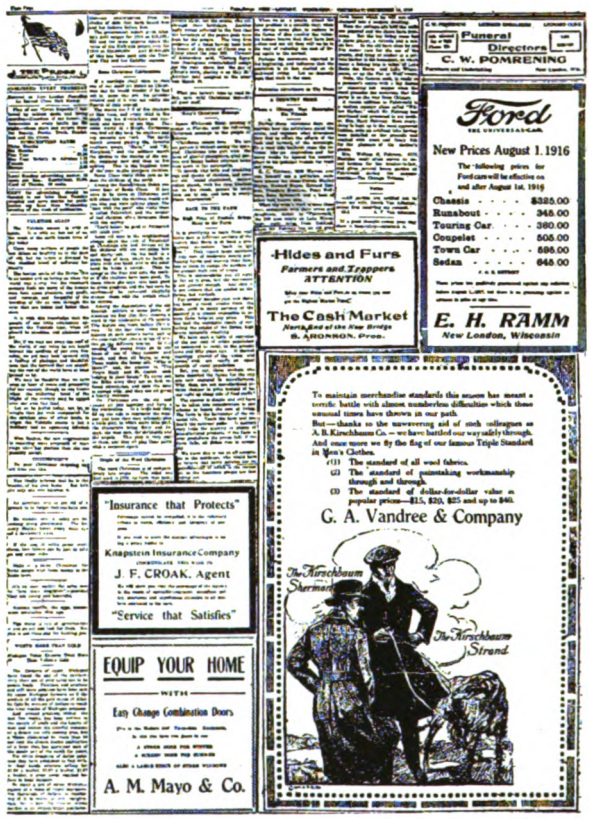

FIGURE 2

groups, or parts, making it difficult for the reader to follow the stories. Such make-up irritates the readers and is bound to make the paper more or less unpopular with them.

Objections have been raised to the pyramid make-up by some unfortunately short-sighted publishers who permit advertisers to exercise undue influence over them and who fear, no doubt, the loss of their business. They are influenced to grant the demands of advertisers for an "island" position, where the advertisement is wholly surrounded by reading-matter; full position, which means that there must be reading-matter on two sides, either following and alongside or preceding and alongside; or for positions alongside reading-matter. The publisher should charge a sufficiently increased rate for these preferred positions to discourage the practice of having to give them, and to protect the appearance of the paper, on which so much depends.

Whenever the publisher surrenders his pages to the whims and unreasonable demands of advertisers he is cheapening his paper before their eyes. The subscribers are the life-blood of any newspaper, and if a publisher makes his paper as interesting in appearance as it is in fact, if it is, and places the news before his readers in the most convenient and readable form, he is bound to make it popular with them. That means the subscription list will grow, and the advertisements therein will bring proportionately greater results—if the results are not altogether out of proportion. Advertisers will then be quick to take advantage of the opportunities offered through the columns of the paper, and will be glad to submit to the dictates of the publisher's style of make-up.

There's another reason why the pyramid make-up of advertisements is best, and it concerns the advertiser's own advantage. It is concerned with a condition of mind, a psychological fact, which, while not recognised by all printers and advertisers, exerts its influence just the same. None will argue that subscribers take a newspaper for the advertisements appearing therein; some few may, but they are the exceptions. Newspapers are read because men and women want to keep informed on events in their community,

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OFFICIAL War Reports are the same whether read in one newspaper or another. But when it comes to graphic illustrations, descriptive articles and explanatory diagrams, the better class public turns instinctively to

The Sphere

WHICH HAS NO RIVALS AMONG WAR PAPERS

ITS new price, 7d., is indicative of the spending power of its readers. They have the money if you have the right kind of article to offer them.

Advertisers should write for further information and rates to the Manager (Advertisement Department), 6 Great New Street, E.C.

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the country and the world. In going through the paper, therefore, they naturally read the news first, and if an advertisement is placed in the upper left-hand corner or in " island " position amidst the news they will pass it by, even if they are not irritated or provoked by its intrusion. Having read all the news on a given page, however, they are in a good frame of mind to take up the advertisements before turning to the next page, and will read them with greater interest and comprehension than if those advertisements had stood in the way of what they most desired.

Some others have raised the objection that the advertiser who buys large space is not being given proper consideration when his advertisement is surrounded by smaller displays. These objectors either do not know the difference between a displeasing and a pleasing page or do not care—which is worse, because more nearly hopeless. Furthermore, the larger advertisements have greater prominence, both because of their larger size and the proportionately larger type in which they are set. By following the strict pyramid make-up the page is made more pleasing, and the advertiser having the larger space has the greater prominence whether he thinks so or not.

Another point worthy of consideration in this connection is that when a page is made up without order, as in Fig. 1, the appearance of less reading-matter than the page really contains is given. By following the pyramid form, as illustrated in Fig. 2, the full benefit of the amount of reading-matter is given through massing it in one group.

CORRESPONDENCE

Cinema Posters

[On seeing an announcement that Mr. John Hassall was engaged upon "something new" in the way of cinema posters we asked him for information, and publish his reply herewith. Mr. Hassall will tackle the cinema poster problem *con amore*, for he has before expressed his strong conviction—in which we are at one with him—that the average cinema hoarding repels more than it attracts, and that, since the better class of people will not go to a theatre lavishly decorated with the usual pictorial atrocities, local and provincial shows often cater only for a low class of patron, to the serious damage of the film industry as a whole in public estimation. — Ed. "A. W."]

88, Kensington Park Road, W.
October 10th, 1917.

Editor, The Advertising World.

Sir,—In reference to the idea of trying to make some alteration in the extraordinarily crude poster designs for film attractions, I have been asked by the management of the Ideal Company to help them in their crusade against the everlasting red, blue and yellow designs which for so long have sufficed for film advertisements. I fancy the naval and military authorities adopted the idea of *camouflage* or the art of concealing important units by the juxtaposition of primary colourings from noting the effect of cinema hoardings. Thirty years ago the theatrical world of advertising used to favour the modern cinema style of design. The circuses to a great extent still do so. Not because they know no better, but because the printers can let them have old-fashioned stock at an easy figure.

The big mercantile concerns have long ago avoided *camouflage* on the hoardings. Theatrical managers nowadays won't use it, so we want to break into something simpler. It can't be done all at once. Let us try and cure the disease rationally, which is gradually in this case. No surgeon's knife, or anything drastic, but a gradual insinuation of thoughtfulness for the hoardings outside as there is for the film within the building.

Moral: Don't go down to the mental level of any audience, but educate them up to a higher standard inside and outside of the show.

Yours very truly,
John Hassall.

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Personality counts

NOTHING is so arresting and stimulating as the expression of a highly-individualized personality.

The ponderously impersonal editorial "We" has lost any power to impress that it may once have possessed; which was probably never very great unless there was generally known to be a dominating personality behind it.

Present-day readers, in any case, pay small attention to any editorial criticism or commentary unless it is backed by a name that commands respect and plainly bears the mark of its personal origin.

It is because the "New Witness" is one of the most personal of periodicals that it enjoys an ever-growing measure of support from enthusiastic readers.

It is recognised as having something to say worth hearing, because it is not afraid to avow very definite convictions and to do battle with every antagonist, great or small, of its firmly held beliefs.

To its advertisers it can offer every advantage possessed by a publication firmly based on the respect of its readers, and powerful in its influence among well-educated and intelligent people.

The New Witness.

edited by G.K. Chesterton.

20 and 21 ESSEX STREET, STRAND, W.C.2. Telephone No.: CITY 1978

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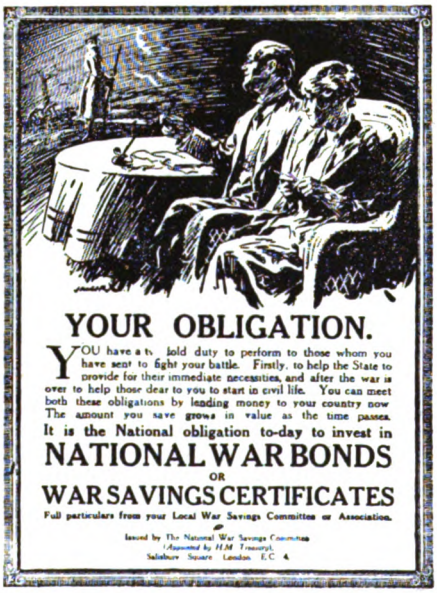
CURRENT ADVERTISING

Being a Free Commentary on Recent Press Advertisements; with Reproductions of Notable Examples.

THERE IS more than sufficient activity among advertisers to fill the space available in practically all the newspapers and other periodicals that can offer serious claims to support. Many of these are, indeed, in the position of having their available space booked for a long time ahead, so that the chief trouble to-day of advertisers who have not been foresighted is to find effective means of introducing their propositions to the public.

As the end of the war draws nearer, and many campaigns at present held up are released, the demand for space in the more favoured Press media is bound to become more and more clamorous; for it will probably be a long time before we can once more command a fully adequate supply of paper.



THE HUMAN NOTE

The astute advertiser will therefore look well ahead, and secure in good time the advertising facilities that later on he will require. Delay in doing so will certainly mean that he will be deprived of many of his most valuable opportunities.

Of the advertising that has been most in evidence recently that of the National War Bonds, of course, takes premier place.

Most of the announcements made at our time of writing have been of a badly official character, as was to be expected, but the campaign shows signs of developing on more "human" lines, as is witnessed by the display illustrated on this page. This is a good example of the manner in which the appeal of the Treasury can be pointed and vitalised. It cannot be too strongly insisted upon that sentiment and emotion have a stronger influence upon the action of most people than their reason. People do not take action so much because they think they ought to do so as because they are led to an inclination in a particular direction by their feelings.

We hope to see the National War Bond advertising continuing on the lines of its latest departure, and making its tale far more intimate and personal, and we feel perfectly certain that if it does so most excellent results will be secured.

The particular style of illustration which has made the advertising of Messrs. Thresher and Glenny so distinctive during the past year or two seems to have had a remarkable effect upon the illustration of similar commodities as advertised by other firms. Most of these have been content to imitate what they could not equal, but in one or two instances they have been led to make experiments for themselves. It has been very surprising to us to note that Burberry's have been among the experimentalists. They had so excellent and so distinctive a style of illustration of their own, and it was so thoroughly identified with their adver-

Digitized by Google

THAT DAY!

WHEN he comes back, when the sword has to be beaten (in double quick time) into a ploughshare, when the whole machinery of business has to be overhauled, and renovated, and restored—that day every manufacturer has got to face the problem of reconstruction and every firm to fit itself for competition keener than was ever known before.

Whatever else this means, it means better advertising—more competent, more intelligent, better planned, better designed, better written. Wherefore—consult the Carlton, the organization founded on the principle that no art, literary or pictorial, is too good for the service of business—the biggest of its kind in the world—the organization with admittedly the most highly and diversely talented personnel.

You are invited to ring, write, or call. To call is best.

CARLTON STUDIO and CARLTON AUXILIARY

Carlton House, Great Queen Street, Kingsway, London, W.C.2

Telegrams: "TAMIWEP, LONDON." 'Phones: Regent 1550, Central 1288.

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tising, that there was no need for them to break out in a new place. The illustrations in the announcement reproduced herewith do not possess a touch of the Burberry distinction, and we cannot imagine that it is good policy for the advertisers thus to lose so valuable a part of the personality of their newspaper publicity.

Advertisers in the same class who have lately made a successful departure in the style of their illustration are Messrs. Dunhill's Ltd. What they have achieved may be seen from the display herewith reproduced. The method adopted by the artist in this case has the advantage of being simple and strong, and suited for almost any kind of printing. It has a strongly individual character of its own, without being in the least eccentric or tricky. It has rendered Messrs. Dunhill's advertising conspicuous amongst its competitors since it first made its appearance.

UNDISTINGUISHED ILLUSTRATION

Messrs. Macniven & Cameron, Ltd., have been active advertisers of late on behalf of the Cameron Safety Pen and have been represented by some admirable displays. Among the best of these is the single column arrangement reproduced in these pages from one of the weeklies. It is distinguished by an illustration which is capably drawn as well as happy in idea, and by the simple good taste of the typographical arrangement. In the matter of the advertisement the selling points of the Cameron are plainly presented, but it seems to us that they might be emphasised more strongly with advantage. The adver-

A DISTINCTIVE STYLE OF DRAWING

tiser of a speciality such as this should be an enthusiastic believer in its superiority over all other articles of a similar kind, and he should express his enthusiasm freely. If the copywriter would consider how he would recommend the pen to a friend by word of mouth, he would probably discover how he could give to his appeal the trifle of additional life and force that would make it most effective.

We reproduce the single column display of the Labise Co., because it contains an illustration that in its own class is particularly well done. Here we have a fashion drawing that is at once dainty, sound in draughtsmanship and strongly suggestive of the quality of the goods advertised. It is a pity that the arrangement of the type very seriously detracts from the appearance of what otherwise would have been an exceptionally attractive display. The name block is another item that would bear improvement.

A very pleasing little series of small

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Window = Display Salesmanship.

MADE IN PYTRAM.

Sole Agents :
THE PYTRAM MANUFACTURING CO.

'Phone
City 5134

"WHEN people are going to pass your shop window don't let them pass. Make them stop and get them interested: and remember you won't do that unless you can show them something different from the other fellow."

That's what we all say to the retailer; and it is up to us, advertisers and advertising men, to help him to do as we say.

We must give him material for the right sort of window display, not merely a few dummy boxes and a showcard or two.

A model, especially a large model, in the round is always more attractive than a flat picture, and much more can be done with it by the window display designer. Too expensive you say? It used to be, but not now. What about the sample of our modelling in the illustration on this page. Doesn't it suggest that we might do something good for you? If not, let us have five minutes of your time and see what we can suggest.

There's the 'phone at your elbow.

Drummond-Walker & Co.
63 Queen Victoria St., London, E.C.4.

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space displays has lately been appearing to advertise the merits of Cerebos Salt. The character of the announcements may be seen from our reproduction of an example. It will be seen that, simple as they are, they have sufficient individuality to make them outstanding among any collection of pressadvertisements. In the example reproduced we observe that the advertisers have quite unnecessarily split an infinitive. We are not purists and readily admit that there are occasions in which the use of the split infinitive is fully justified, but in this instance "Really to enjoy eggs" would have read better than the form employed, and would have had the advantage of being more emphatic.

IN FRONT

THE Cameron Safety Self-Filler has taken its place in the front rank of Fountain Pens—it is the pen that leads the band

No Pen is so convenient—when empty just put in any ink-bottle and press the bars. No filler to find, no special ink-bottle to search for

Now the least of its merits are the five distinctive gold iridium-pointed nibs (including the famous Waverley). There is a nib to suit every individual style

Cameron
Safety Self Fillers

With Plain 12/6 with Waverley, 15/- with Hindoo, 15/- with J 15/- with Bankers 15/

Write for Illustrated List

MACNIVEN & CAMERON, Ld. Waverley Pen Works, BIRMINGHAM

JUST THE SIZE

They write as a knife and a blessing to men the Parliament the Quill and the Waverley Pen

GOOD CRAFTSMANSHIP

A DAINTY DRAWING SPOILT

successful result in every particular. Whether in an advertisement of this kind it is advisable to have a large figure dwarfing the illustration of the article advertised may be open to question; in any case a figure which is made so prominent a feature should be well drawn. In the Star announcement it is a very amateurish and not at all attractive performance. The lettering adopted for the body matter of the advertisement is not sufficiently distinctive to justify its use in the place of plain type. It is difficult to read and muddled in appearance owing largely to unequal spacing. A comparatively little improvement would make of this display a thoroughly workmanlike advertisement, but for lack of that little it is very decidedly in the third class.

We note that "Little Peter," whom we had missed with regret of late, has re-appeared, but drawn now by another artist, Mr. Bert Thomas having joined up. We wonder how "Little Peter will get on without his "creator."

TO really enjoy eggs use **Cerebos SALT**

In 4d., 7½d., and 1/2 Tins.

FROM AN ATTRACTIVE SMALL SPACE SERIES

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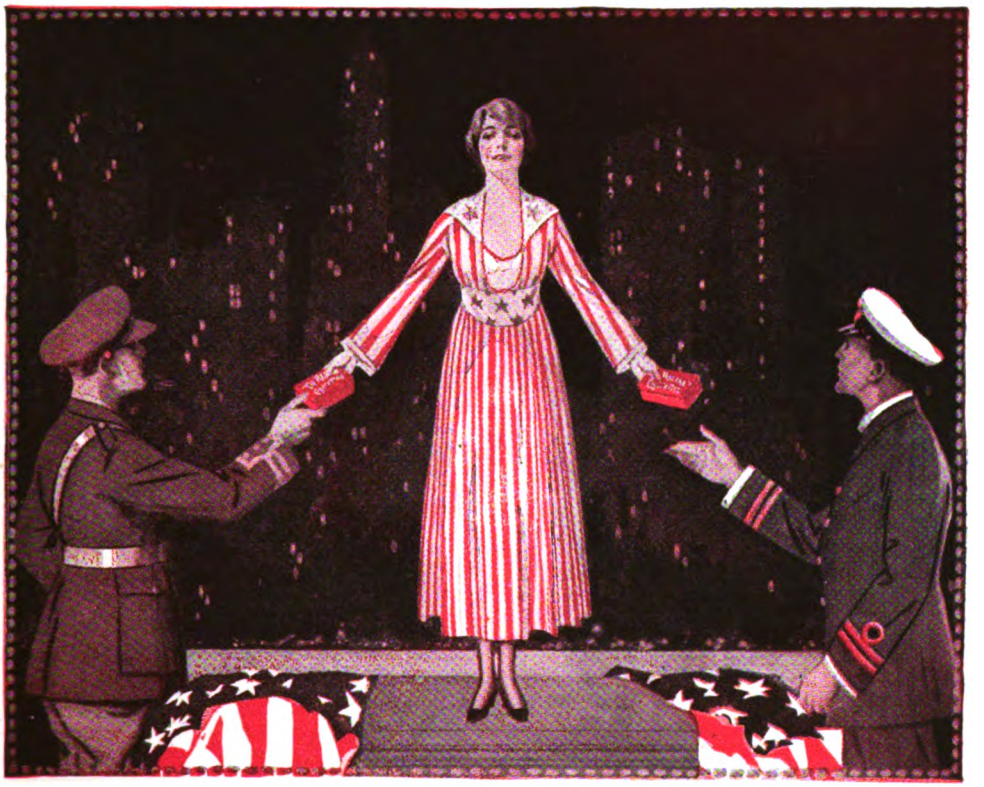
Picture Offer

To "De Reszke" Smokers only.

This picture, "Miss America's Offer—'Uncle Sam's Best,'" printed in colours on art paper 15 in. by 10 in., will be sent free to any smoker forwarding to address below a "De Reszke" box lid and 2d. in stamps, mentioning picture No. 52. **42 Miniature Pictures** will be sent free on receipt of reply envelope, ready addressed and stamped (1d.). These are reproductions printed in colours of the famous "De Reszke" Cigarette pictures. Address: J. Millhoff & Co., Ltd. (Dept. 70), 86 Piccadilly, London, W.



"Miss America's Offer—'Uncle Sam's Best.'"

A good deal of cigarette publicity is composed of "copy-writer's talk," but the advertising of the "De Reszke" *American*—Mr. Millhoff's new Virginia blend—is bedrock truth, as future advertisements will demonstrate. If you want a really good cigarette, try the "De Reszke" *American*—the "trifle extra" which they cost is more than made up by the superior quality

SOLD EVERYWHERE,

or post free from J. Millhoff & Co., Ltd. (Dept. 70), 86 Piccadilly, London, W.1.

"De Reszke" American CIGARETTES

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MONEY LENDERS' CIRCULARS

A REGISTERED money-lender, Frank Percy Curtis, of Pall Mall East, was summoned at Bow Street on October 16th, under the Paper Restriction Order, for causing advertising circulars to be delivered, no request in writing having been made by the recipients. The circular set forth the terms on which the defendant was prepared to advance money without security. Defendant, when spoken to by the police, said the circulars were printed over three years ago. Finding that other people were circularising he did the same. He took some of the circulars, added defendant to the police, to the West Strand post office, and the officials said they had no instructions, but that as far as they were concerned the circulars could go through. He did not see how the non-sending out of the circulars would affect the consumption of paper. The defendant's solicitor submitted that from the strictly legal standpoint the documents were not advertising circulars.

The magistrate, Mr. Graham Campbell, decided that the circular was an "advertising circular" in the sense intended by the Order, and said he was satisfied the defendant had deliberately lied when he told the inspector of police that he had the circulars printed three years ago. That they had been printed quite recently was evident from the fact that after the address appeared the figure 1, showing the number of the district under the new postal regulations.—Defendant was fined fifteen guineas on each of two summonses, and ten guineas costs.

The Gentlewoman published lately an exceptionally interesting feature in the form of an exclusive story of Her Majesty's recent visit to France, which the editor had been permitted to compile from official papers. The Queen took a keen interest in the story, as is proved by the fact that she personally selected the illustrations, many of which were reproduced in our contemporary for the first time. This piece of enterprise on the part of the conductors of *The Gentlewoman* secured for the paper a most useful measure of advertising, as the publication of the story was mentioned in many papers.

The very enterprising conductor of *The Car* is now producing a monthly Aircraft Number of that paper, this being in pursuance of the policy initiated by Lord Montagu in the early days of aviation. A recent issue, now before us, is a very likable production, and carries a goodly show of attractively displayed advertisements. Arrangements have been made for a series of full-page illustrations by a competent aircraft artist, Mr. Geoffrey Watson, and also for a series of articles describing the development of the aircraft of to-day in a popular manner. We understand that these monthly aircraft issues have a special circulation amongst members of the Air Services, Government departments, and the aircraft industries, quite distinct from the usual circulation of the paper.

The Direct Hit (the London Divisional Journal) continues to be produced in very taking style, and the bright and amusing character of its articles and illustrations accounts for its popularity. Though "produced on active service" it is clear that its contributors maintain excellent spirits and are not at all downhearted. The paper throughout is redolent of the Army and its humour. It carries a very creditable show of advertisements, and is clearly a medium of merit for the advertising of a large class of goods.

With the very attractive October issue of *Overseas*, the organ of the Overseas Club, was issued a double crown sheet illustrating "The British Navy at War." *Overseas* is a publication that makes strong appeal to those to whom it is addressed.

The subject of "Mothers' Pensions" has been advocated many times in this country lately by Judge Henry Neil, of Chicago, and on Tuesday, October 16th, it was considered at the meeting of the Aldwych Club Debating Circle, when the Judge spoke on the matter. Captain Bridges presided in the absence of Mr. Sydney Walton. Mothers' pensions, perhaps we may explain, were adopted in the United States as the result of Judge Neil's representations as maintenance grants in respect of children under fourteen, and are accorded to widowed or deserted mothers who are "proper guardians," but too poor adequately to keep their children. By this system of grants great economies are effected also, as the child can be maintained so much more cheaply by the mother than in an institution, and so much better, too. Judge Neil's advocacy of the plan has been so successful that it has now been adopted in thirty States. At the close of a simple and eloquent address His Honour was thanked for it on the proposition of Mr. H. Paterson, seconded by Mr. Thompson Clark.

The Rembrandt Intaglio Printing Co. announce that, pending other arrangements, their London agency at 36 Basinghall Street, E.C., has been closed as from October 22nd. All communications should now be addressed direct to the company at Lancaster.

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HOW TYPE CAN HELP!

¶ The choice of a suitable style and size of type makes all the difference to the pulling power of an advertisement. The effect of an excellent illustration is frequently spoiled by types injudiciously selected and inharmoniously arranged.

¶ We make it our business to advise our clients on the setting-up of their advertisements. We do not "leave it to the Printer." We prepare a lay-out, give definite instructions, and, in consequence, obtain those effective, well-balanced displays which are among the first essentials of successful advertising.

¶ This is a single, though very important aspect of an up-to-date Service that embraces every phase of modern advertising.

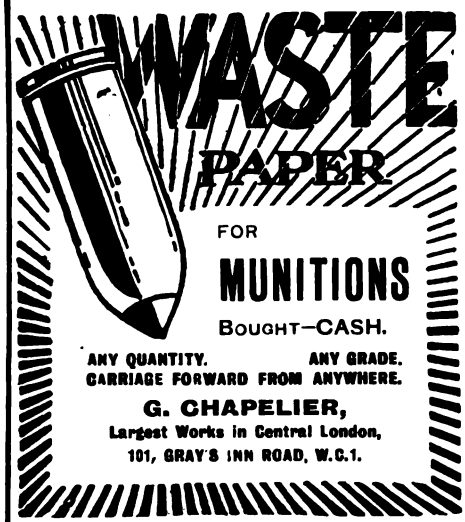
¶ *If you are dissatisfied with the appearance of your advertisement, send it to us, and we will gladly tell you how, in our opinion, it could be improved.*

CHARLES POOL & CO., LTD.,

THE PERSONAL SERVICE AGENCY WITH 50 YEARS' EXPERIENCE.

180-181, Fleet Street, London, E.C.2.

'Phones: CITY 1473-4. Telegrams: "ADVEXERO, LONDON."



FOR

MUNITIONS

BOUGHT—CASH.

ANY QUANTITY. ANY GRADE.
CARRIAGE FORWARD FROM ANYWHERE.

G. CHAPELIER,
Largest Works in Central London,
101, GRAY'S INN ROAD, W.C.1.

IT WILL PAY YOU
to quote
Advertising World in reply.

THE TABLET

A Weekly Newspaper and Review

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IN THE PROVINCES

What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

Belfast

It is evidence of the growing interest in, and importance attached to, advertising that the matter is being made the subject of a series of lectures which are now being delivered at the Municipal Technical Institute, Belfast. The lecturer, who is appointed by the Corporation Technical Instruction Committee, is Mr. Robert Aitken, and his theme is described as "Advertising: Its Principles and Practice." The course will comprise twelve lectures. Addresses of this sort ought to be very useful and in time lead to improvement in the style of publicity and to greater appreciation of its usefulness.

At the first of the lectures, which was given on October 5th, Mr. Aitken said that in all businesses advertising was the pivot on which the turn-over revolved, and on the advertising manager's shoulders rested the hopes of the proprietors of a concern. While the actual selling was with the salesman it was advertising which brought prospective purchasers to the counter. Publicity in connection with modern commerce had yielded inestimable boons to mankind. The Canadian Pacific Railway Company by advertising had obtained an immense drawing power for the reinforcement of the population of Canada, and some of the most gigantic businesses of modern times were built up from small beginnings simply by enterprise in advertising. One of the most important things for the business man to study, Mr. Aitken went on to say, was the form and style of advertisement. Appropriate originality in this respect was as profitable as it was difficult. A business man should attempt to make his announcements each day more attractive and arresting. The success of an advertising campaign depended greatly on the character of the copy written. To be a successful business man in these days one must be a competent and successful advertiser, and the art of advertising was only to be acquired by study.

Birmingham.

Seaside advertising has been very conspicuous in the Birmingham papers during the Autumn—Blackpool, Scarborough and Morecambe occupying whole pages, included in which were the advertisements of the leading local stores at these towns.

Newcomers in the field are the buyers of waste paper, the Warwickshire Furnishing Company, and Reppinglow, the fish and poultry firm, the latter having advanced from small classified spaces to a large display.

The Co-operative Stores have been well to the fore with sugar card notices, and Davenport's Brewery first promised supplies of beer, and then apologised as the quantities to hand failed to come up to their expectations.

There are several leading firms who evidently have come to the conclusion that a policy of one display per month is sufficient to keep their names before the public, although inquiry proves that the flow of trade in the town is still as full as ever.

Bradford

The members of the Bradford Advertising Association held the first meeting of the session on October 4th, Mr. A. Widd, president, in the chair. Mr. Mosley gave a lecture on "Design in Advertising," illustrated by sketches on the blackboard. Mr. Mosley referred to the drawing power of design, colour contrasts, and harmony, and points of appeal, and showed that an illustration must attract by its appearance, yet not detract from the advertising matter by drawing too much attention to the design. The effects of light and shade by the judicious use of ordinary type and lines was demonstrated very effectually. A hearty vote of thanks was accorded the speaker on the motion of Mr. George Brown.

Dublin.

There is a feeling of healthy optimism in Irish commercial circles concerning trade development and general business activity this autumn. Even if the mass of newspaper publicity has been of the "marking-time" order for many weeks, the portents in the advertising field are indicative of many displays of newly stimulated faith in "advertising as a force." There is much wooing of prospective advertisers in Irish advertising circles—agents, newspaper representatives, and canvassers for class and trade journals are full of zeal.

Irish consumers are more receptive now to the appeal made by persistent good grade publicity than in days of peace. I have had clear evidence of highly satisfactory results accruing to advertisers who had not hitherto made skilful use of advertising and who enlisted its power with some feelings of diffidence. It may be accepted that just now Ireland is "a good place to advertise in" and its leading newspapers are unquestionably offering good value to advertisers.

Agricultural matters occupy of necessity a prime place in business in Ireland, and there is an ever increasing volume of general agricultural publicity. Apart from the official "food" and "spraying" advertisements, there is much farming advertising scattered aimlessly and, in a very "undress" style, throughout the country. Agricultural machinery, fertilisers, etc., appear to be

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THE BRITISH ELECTRICAL FEDERATION LTD.

Here, There and Everywhere

In the busy business streets—through the great centres of shopping and along the residential thoroughfares—the trams and buses hurry along from early morning till night carrying annually the stupendous total of

404,000,000

passengers.

Consider for a moment the opportunity this presents of making your goods known throughout the length and breadth of the country.

The biggest national advertisers recognise this method of publicity to be a powerful auxiliary to their press advertising.

J. PEACE, ADVERTISEMENT MANAGER,
British Electrical Federation, Ltd., 1 Kingsway, London, W.C.2

LET A BOY OR GIRL CUT YOUR STENCILS

with the **DIAGRAPH**

Stencil Cutting Machine

THIS Machine quickly makes a flexible stencil of any name and address or other matter for marking wood cases, casks, drums, steelwork, etc., etc.

The stencils cost about one penny each, can be applied to any surface and re-used hundreds of times.

Used by H.M. Government, leading Engineers and Manufacturers throughout the country. Obtainable in three sizes from

HERBERT E. WILLIAMS & Co
9 Railway Place, Fenchurch Street, London, E.C.3
TELEPHONES - - AVENUE 5400 and 639

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"marketed" in a slipshod fashion so far as advertising is concerned. In recent months *The Farmers' Gazette*, Dublin, has, however, been carrying an exceptionally fine array of display advertising. I understand that the advertising department of *The Gazette* (and allied publications of The Brunswick Press) is now under the control of Mr. B. Young.

The century-old firm of Messrs. J. M. Barnardo & Son, Court Furriers, Grafton Street, Dublin, have unquestionably raised the character of fur advertising in Ireland, alike as to style and liberality of space utilised. In recent weeks some fine illustrated work has distinguished the firm's press announcements, and generous allotment has been made to some of the Dublin morning and evening newspapers and also to *Irish Life*.

Relevant to my frequent references to the growth of systematised press publicity in Ireland the most recent accession to the list of concerns has been the Alliance and Dublin Consumers' Gas Company, Dublin. This company—which is a non-municipal undertaking—has hitherto given out its publicity work direct. Since the beginning of the present month the entire advertising account has been prepared and placed by Messrs. McConnell's Advertising Service, Dublin. The specific features of the company's service to be included in the press advertising are gas fires and cookers, hot water circulators, and the use of coal-gas for motor-driven vehicles. The Dublin morning and evening newspapers and class journals such as *The Lady of the House* and *Irish Society* have been the chief media utilised.

Messrs. J. W. Dowden & Co., Ltd., Cork, a leading provincial drapery firm, has been giving special attention to its press publicity in recent months. This house has increased its advertising appropriation considerably and has booked a big series order with *The Irish Independent*—a feature in itself and an enterprising innovation for a Munster store. The pictorial side of the advertising is being handled by a Dublin lady artist.

Among the most alert and continuous of Ireland's advertisers in the Press recently—in the way of series advertisements—have been Messrs. P. J. Carroll & Co., Ltd., Dundalk and Glasgow ("Silk Cut" cigarettes); John Thompson & Sons, Ltd., Belfast (custard powder, etc.); Alex. Finlay, Ltd., Belfast (soap manufacturers); John Daly & Co., Ltd., Cork (whisky distillers); and W. & C. McDonnell, Ltd., Waterford (Irish margarine).

Arising out of the agitation against the closure of the satin and silk printing industry so enterprisingly developed in Rathmines, Dublin, by Messrs. James Walker & Co., Ltd., the proprietors of "B.D.V." cigarettes utilised the occasion to address Irish smokers on the plea of "supporting Irish industry"—meaning, of course, the silk printed cigarette pictures included in the packets.

I have received a copy of the first issue of *The Commercial Year Book* of the Dublin Chamber of Commerce. It includes classified trade indices in English, French, Russian, and Spanish. It may be recalled that a protracted controversy arose in Dublin when this project was mooted, consequent on the fact that it was to be produced and published by an English printing house. After many explanations, etc., the original plan was pursued. It is in every way a well-conceived, authoritatively-compiled, and finely-produced commercial handbook of the industrial development and activities of the Irish capital. The publishers have certainly brought together in its advertising pages a most imposing list of Dublin's trading concerns.

Glasgow.

The Electricity Department of the Glasgow Corporation has been very energetic lately in advertising the commodity it has to sell, and among other ways of doing so took space at the Women's Welfare Exhibition, when demonstrations in cooking by electricity were given. Another method adopted was to send two cars to take part in the trades procession and pageant on behalf of a war fund. These cars contained electric cookers and the like. One vehicle bore the inscription "Do It Electrically." and the other "Use Electric Fires and Save Coal."

The Tramways Committee of the City Council have had lately under their consideration a suggestion for a scheme of advertising on the cars for the period of the war, the proceeds to be devoted to war charities. The Committee rejected the proposal on the ground that there were already so many advertisements posted on the windows.

DAILY DISPATCH

The greatest publicity force in the provinces. Circulation five to six times that of any other morning newspaper on its ground—a district of enormous industry, wealth and population.

46 Shoe Lane, E.C.4.

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BIG RESULTS £1,500
from Small Expenditure 12/- Advt.

FIGURES THAT SPEAK FOR THEMSELVES:

A small advertisement in the "Christian Herald" offering two Debentures of £25 each brings applications for over £1,500.

AS further proof of the extraordinary results obtained from advertising in the "Christian Herald," we would draw attention to striking figures in connection with the advertising of a firm of Clothiers. This firm writes us that in February, 1916, when they were running a 2½ inches wide column advertisement at a cost of **£6 5s.** per week, the average weekly result from the advertisement was **£50**, and in consequence of the splendid results the order was increased to 6½ inches wide column at an expenditure of **£16 5s.** per week.

Dr. W. G. HARTOG, M.A., F.R.S.L., etc., Director of the Syndicate Publishing Co., writes on September 27th, 1917, to the

CHRISTIAN HERALD

"I feel sure that it will interest you to know that in response to three small advertisements which this Company inserted in your paper during August, the worst time of the year for advertising, the total cost of which at your full rates amounted to £85, we have sold up to date approximately **1,500** Dictionaries at prices varying from **6s. 3d.** to **£1**, and orders are still coming in at the rate of 20 to 30 per day. These figures testify better than any words I can say to the extraordinary pulling powers of your paper, and to the confidence which your readers have in the 'Christian Herald.'"

Thus the "Christian Herald" is one of the foremost weekly periodicals—foremost in circulation, foremost in responsiveness, foremost in results. Get the "C.H." on to your list for a series contract NOW, at the strategical moment. The circulation has averaged weekly well over a quarter of a million copies for the last 20 years, and assuming each copy is read by three or four persons, the advertisements come under the notice of

OVER A MILLION READERS.

There is now so much demand for advertising space in the "Christian Herald," advertisers should at once apply for Specimen Copies and Rate Card to Advertisement Manager, 6 Tudor St., London, E.C 4.

In a 260-page Vest-Pocket Book

little longer than this advertisement, is contained lists of American publications, with rates and circulations, Bill-posting and Street Car rates, Populations by Occupation, Age and Religion, Family Incomes and Expenditure, Motor Cars by States, Number of Dealers by Trades, Trade Marks, Copyright, Wealth Production and Distribution in the U.S.A., Maps, Types, Imports, Exports,

MAHIN'S
Advertising Data Book

is invaluable to the British Manufacturer contemplating the American Market and to the Student of Advertising.

Sent post free within the British Empire for 9/- by "The Advertising World." LONDON, England.

X

There are, of course, many ways of Advertising in Ireland, but the most direct and effective method is through the columns of

THE FAMOUS FREEMAN'S JOURNAL

Born 1763 and still going strong — without any apologies whatsoever

Apply for terms to:
LONDON OFFICE,
118 FLEET STREET, E.C.
or to
W. E. MAGILL,
Advertisement Manager,
FREEMAN'S JOURNAL, Ltd.,
27 WESTMORELAND ST.,
DUBLIN.

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THE "ADVERTISING WORLD" LAW REPORTS

Drapers' Circulars.

IMPORTANT POINT UNDER THE RESTRICTION ORDER.

AN IMPORTANT case under the Paper Restriction Order, 1917, was heard on October 10th, at the Hailsham (Sussex) Petty Sessions, when Mr. John Duke, of Eastbourne, a clothier and outfitter, and also a justice of the peace and a member of the Eastbourne Town Council, was summoned for a contravention of Article 3 of the Order. This article provides that no person, on or after March 10th, 1917, shall distribute, or cause to be delivered to any person by post or otherwise, any tradesman's catalogue or price list, or any advertising circular, unless a request shall be made by or on behalf of the person in writing.

Mr. W. T. James, who appeared for the defendant, said the facts were admitted, and the question to be decided by the Bench was one of law. His case was that his client held a licence under Section 6 of the Order. He contended that by a permit of the Board of Trade dated August 20th, 1917, permission was granted tradesmen to issue circulars to the extent of one-third of the quantity they issued for the corresponding period of last year—*i.e.*, from August 1st, 1916, to January 31st, 1917.

Superintendent Willard said Article 3 of this Order had never been revoked, but under an Order dated March 17th, Article 2 of that Order was revoked. Mr. Duke had 10,000 papers printed, and they had been distributed throughout the neighbourhood. The case for the prosecution was that without a request in writing, or a request made at the shop, defendant must not send those papers out.

The Clerk held that paragraph 6 of the Order covered the defendant's action.

Superintendent Willard: We submit there must be a request in writing.

Mr. James contended that under paragraph 6 of the Order a licence might be given to do certain things, and that defendant had not gone beyond the power it conferred.

Superintendent Willard: It is a licence given to distribute, but only upon a request in writing.

Evidence was then called, and a police-constable said that one of the circulars, price lists, was delivered at his residence. No request had been made either by himself or by any member of his household for delivery thereto, and he had ascertained that the circulars were being distributed at other houses where no request had been made for them. There was no printer's name on the circulars. The officer saw the defendant, who informed him that he had obtained a permit to have 10,000 printed. He added that last year he had 15,000 printed, and they were two-page leaflets. This year he had had 10,000 one-page leaflets printed, which brought him down to one-third of last year's quantity of paper.

The Clerk: It goes by weight of paper.

Witness, proceeding, said he pointed out to Mr. Duke that under Article 3 of the Paper Restriction Order he should not send the circulars out except on a request in writing, and that the later Order only covered such as he should distribute to persons who required them. Article 3 had not been rescinded, and there was nothing in the new Order to show that it was rescinded. Defendant then said he took the whole responsibility for what had been done.

The Bench dismissed the case, the Chairman remarking that they did so on a point of law, but they refused to give costs against the police.

Stamping Advertisement Orders.

IN THE City of London Court, on October 11th, an interesting point was raised relating to the stamping of contracts when Mr. Registrar Wild disposed of a batch of summonses brought by Messrs. Sells, Ltd., advertising contractors, 167-8, Fleet Street, E.C. against a number of advertisers upon orders for advertisements inserted in the Post Office Official Directories.

Amongst them was a claim against Messrs. Atkinsons Motors, Ltd., King Street, Accrington. The case was a claim by the plaintiffs upon two advertisement orders for the sum of £5. The defendants did not appear.

The Registrar said he did not know whether he ought not to send the case to Somerset House to be dealt with as to whether the contract required a stamp. It was a nice question. The parties were the same, the amount the same, and the object of the agreement the same, the only difference was that the agreement was for the advertisement to be put into two different books.

The plaintiffs' solicitor replied that the orders were quite separate transactions, but they happened to be suing at the same time for the amounts due upon both.

The Registrar said his only point was that where there was a total order of £5 the Stamp Act could be avoided by dividing the agreements. Supposing there was an agreement that required a stamp and it was divided to separate dates?

The plaintiffs' solicitor explained that the orders were for different books in different towns.

The Registrar said it was one order for different directories. He quite saw the advertisement was to appear in different towns, though he did not know that that made any difference. If he (the Registrar) entered into a contract for advertisements of the value of £5 to be put in *The Times*, *Daily Telegraph*, and *Morning Post*, although they

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were three separate advertisements so far as he and the advertisement was concerned the contract was the same. He would adjourn the case and the plaintiffs in the meantime could have the agreements adjudicated upon by the authorities at Somerset House.

The case was accordingly adjourned.

A Defendant's Liability.

BEFORE MR. Registrar Wild, in the City of London Court, on October 11th a claim was made by Messrs. Sells, Ltd., advertising contractors, 167-8, Fleet Street, E.C., against the Turvey Association, Ltd., 2, Harewood Place, W., for £4 10s. for advertisements inserted in the Post Office Official Telephone Directory, at 15s. per insertion.

The Registrar said the order was given by Mr. J. Stuart Robertson and he would like to know how it was proposed to make the defendant company liable for the account, or whether it could be shown that Mr. Robertson had authority to pledge the credit of the company. The plaintiffs had in the first instance issued a summons against Mr. J. Stuart Robertson which was afterwards changed, the defendant company being sued.

Plaintiffs' solicitor said he could show that the defendant company had had the benefit of the advertisements.

The Registrar: Supposing they have, they may have paid for it. They may have given £4 10s. to Mr. Robertson and said he was responsible for giving the advertisement.

The plaintiffs' solicitor explained that the defendant company had been served with the summons and did not now appear.

The Registrar: Even if that is so that does not exonerate plaintiffs from proving their case. He added that the plaintiffs had in the first instance acted upon an order of Mr. J. S. Robertson and now they wished to bring in third parties. Before giving judgment against the defendants he would require the plaintiffs to prove that the third parties had rendered themselves liable for the account.

The case was adjourned for the plaintiffs to produce further evidence.

The British Motor Industry.

"WITH THE object of preserving a great goodwill," *The Times* has issued a ninety-page war-time souvenir booklet devoted to the British motor-car and commercial vehicle industry. Measuring 9 inches wide by 11½ high and printed on heavy art paper it is a sumptuous production in the best style. The design is to present in a convenient and agreeable form a survey of the position of the British motor industry during the war and its prospects when peace conditions again prevail. In doing this there are published descriptive illustrated articles concerning some forty motor firms, but it should be understood that all the expense has been met by *The Times*, and that the brochure does not contain a single advertisement in any shape or form. The notices of the different companies are arranged in alphabetical order.

With these notices is also published a thoughtful article on the subject of "Preserving a Great Goodwill," in which is pointed out the danger to British motor-car makers of losing their connection in overseas markets, especially through being compelled by the war to abandon their regular business while the Americans are able to flood the Dominions and neutral countries with pleasure cars and build up a goodwill at the expense of the British producer.

Among the remedies suggested is a campaign of publicity in our more distant Dominions, the people of which do not realise that the entire energies of the home makers of cars have been absorbed by the meeting of Government requirements, and that therefore they cannot supply overseas demands.

After six years' operation, *The Daybook*, of Chicago, a newspaper that did not accept advertisements, has suspended publication, circulation receipts failing to meet the expense of operation.

Messrs. C. A. Vandervell.

DURING THE past two years Messrs. C. A. Vandervell & Co. have been experimenting with a new type of geared electric engine starter, and the severe tests having been successfully undergone the firm has now standardised three distinct models, which will be included in their post-war programme. In order to afford those interested the opportunity of seeing the working of the new apparatus, Messrs. Vandervell gave demonstrations of the starters recently at their great factory at Acton Vale in the presence of a number of newspaper and advertising men, and as the latter were invited it seems probable that after the war Messrs. Vandervell intend to engage in a big publicity campaign for their invention. A much valued opportunity was given at the same time to the visitors to inspect the firm's works, which now cover about ten acres and are a centre of industry for the Government. Apart altogether from the interest of the inspection of the electric starter, the tour of the premises was a revelation of the way in which a great factory has been extended and transformed to Government purposes. Its output is really marvellous. Afterwards the company were entertained to lunch at Frascati's, Mr. A. Goodwin, general manager, presiding. The successful arrangements for the view of the starter and of the works generally had been made by Mr. Cecil H. Broadhurst, head of the publicity department. A detailed technical description of the electric starter has been given in a very attractively produced booklet issued by Messrs. C. A. Vandervell.

Mr. Philip Reid, for many years associated with the firm of Messrs. Andrew Reid & Co., Newcastle-on-Tyne, poster designers, has started business on his own account as an advertisement designer, lithographic and letterpress printer, etc., at 6, Crosby Square, Bishopsgate, E.C. After leaving Newcastle, Mr. Reid became associated with Messrs. David Allen & Sons, and, though he has now left their service, he is still acting for them as an agent.

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THE POSSIBILITIES OF PYTRAM

PAPER PULP and paste, when they are "mixed with brains," can do wonderful things. How remarkable and admirable some of these things are we only fully realised when we lately paid a visit to a select exhibition of "Pytram" achievements.

The particular preparation of paper and paste that has been christened "Pytram" is remarkable for its strength. Any article made of it is to all effects and purposes everlasting. A fall will not break it; variations in temperature, dryness or humidity of atmosphere do not affect it; quite easily it can be made waterproof. The "Pytram" article may be destroyed by deliberate intention, but all the ordinary chances that are fatal to its wooden, cardboard, earthenware or metal facsimiles it may be relied upon to endure triumphantly.

Beyond being a material, "Pytram" is also a method. It is a method by which almost any article can be reproduced with the most faithful exactitude, except that the reproduction will generally be lighter, and almost certainly stronger and more durable than the original.

Appearance can be copied with such precision that only close examination and handling will enable original and copy to be distinguished.

Of articles capable of being "Pytram"-ised there is an endless variety. It includes everything of which a cast may be made. There would be no difficulty in making a "Pytram" replica of one of the Trafalgar Square lions or even of the Liberty statue in New York Harbour save the difficulties necessarily occasioned by the mere magnitude of the undertaking; and it would be equally simple to duplicate the charm from a watch chain.

The moulded copy, white at first, can be treated so as to have all the appearance of any kind of metal, of wood, of pottery, or indeed of any other material or fabric.

And, strange to say, even in these times, "Pytram" is astonishingly cheap. How it is done is beyond our comprehension, but the fact remains.

Advertisers will not be slow to realise what this remarkable material and method can offer to them. There is scarcely an article used in show-window or counter display for which it cannot be used with advantage. Handsome display cases of all sorts can be made from it at small cost.

The smallest articles are strong enough to bear the roughest of handling, and the largest are so light that they can be moved from place to place by the ordinary shop assistant with the greatest of ease.

We suggest that advertisers would find it very much to their advantage to appoint a time to pay a visit to Messrs. Drummond Walker & Co.'s "Pytram" exhibition at 63, Queen Victoria Street, and judge of its infinite adaptability for themselves.

MAKE YOUR SIGN SPEAK!

LET it tell everybody that you are not merely existing, but that you are alert and alive.

People would much rather do business with a live man than a dead one.

Let us give you a sign that will be a visible and permanent proof of your commercial activity. We can do it for you as we have done it for others; because we are the most *experienced* as well as the most ingenious of signologists.

J. OLDHAM

with which is Incorporated GAWTHORP'S LTD.

: SIGN ADVERTISING SPECIALIST :

Foot of YORK ROAD, LEEDS

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SUBSCRIBERS' ADVERTISING

MESSRS. PITMAN forward us a copy of a very good-looking booklet which they have issued concerning their system of shorthand, and this booklet they describe as "a short account of its invention and history, together with a statement of the position of the system at the present day." The publication consists of 36 pages, measuring 8¾ inches by 11½ inches, and it is printed on a very heavy antique paper in 14-point Caslon old face, the text being confined mainly to the right-hand pages, the left being devoted chiefly to illustrations. Of these the principal is a fine photogravure of Sir Isaac Pitman which, like the others, is printed on a smooth-faced paper only partially attached to the page. All the illustrations are surrounded by simple decorative borders which harmonise well with the rather heavy face of the text. The margins are ample and the type matter well set on the page, so it will be understood that, with the good paper, the effect is very satisfying. For the cover, which overlaps the inside pages, a heavy ripple surface paper has been used, and the title of the book is embossed in pale blue, a wreath printed in the same colour surrounding a medallion portrait of Sir Isaac. The cover bears the same stamp of simple and restrained dignity that marks the contents. The text matter is a sketch of the life of Sir Isaac and of the development of his system—an interesting story. The writer claims that "fully 95 per cent. of the professional shorthand reporters in this country are disciples of Pitman," and it is worthy of note that the system is still from time to time undergoing improvement, so that it is no dead language.

Regarded, however, as an advertisement, for such we presume it to be, this brochure seems to us a very expensive method of securing publicity, for it cost a considerable sum to produce, and it would be expensive to circulate. In the majority of cases it would preach to the converted, and if it is desired to reach the unconverted we think a much better way would have been to expend a like sum of money in press announcements of a suitable character. By that means a far larger number of people could have been reached than is possible in the sending out of a costly booklet.

MR. GILBERT BATTY, advertising manager of the Blackpool Corporation, forwards us a souvenir of the publicity campaign on behalf of the Blackpool autumn season, to which campaign we devoted an article in our last issue. The different advertisements which were used are printed in the souvenir, and on each is given the names of the papers in which it appeared. Two of these advertisements, it will be recalled, we reproduced. They are a distinctly attractive collection, well written, to make appeal to the special class to whom they were addressed. The sizes of the advertisements vary from six inch single column to full triple column, but with the exception of the last-named the same text matter was used in them all.

MESSRS. J. & N. PHILIPS & CO., Manchester, forward us a copy of a booklet concerning their Jenyns' Patent Corsets. It consists of 24 pages (4½ by 7⅜ inches) and cover. Taste has been displayed in the get-up. For the text pages a deep buff-coloured glazed paper has been used, a very happy effect being secured by the employment on the top of the page of an ornamental device in black and green suggesting a cameo on a ribbon. The illustrations are good examples of the purely conventional type of corset drawing, but we think it would have paid Messrs. Philips, as they are appealing to a well-to-do public, to have done their illustrations in some style rather out of the ordinary. Thereby a little touch of distinction would have been secured. The cover paper is rough-textured and of a pale blue-grey shade. On it the design is printed in line in red and black, and it creates a favourable introduction for the inside pages.

SUNDAY CHRONICLE

reflects the views of the most thoughtful writers of the day, thereby gaining a reputation as the Sunday Newspaper of distinction, and attaining a wide circulation among those classes of the community who appreciate literary tone and quality. It is a very responsive advertising medium.

46 Shoe Lane, E.C.4.

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PRESENTATION TO MR. JOHN WARBURTON

MR. JOHN WARBURTON, who has resigned his position as advertisement manager of *The Daily Graphic* after nine years' occupancy of it, has been presented by Mr. Carmichael Thomas, director and late chairman, on behalf of the staff, with a beautiful solid silver rose bowl, appropriately inscribed.

In making the presentation, which took place in the board-room, Mr. Carmichael Thomas paid a high eulogy to the abilities of Mr. Warburton, who he felt sure in leaving them was destined to climb still higher the ladder of success. Not only those who, like himself, had subscribed to the testimonial, but every member of the firm of Messrs. H. R. Baines, Ltd., felt the deepest regard, respect, and esteem for Mr. Warburton.

Mr. George Sparkes, manager of advertising for *The Bystander* and *Graphic*, who now adds to these papers *The Daily Graphic*, also spoke, and emphasised the words of their late chairman.

Mr. Warburton briefly returned thanks and assured the directors and all present that consistent with his new duties, his active good will would always be shown to *The Daily Graphic*, the advertisement staff, and the whole of his colleagues.

THE LATE MR. EDWARD SCOTT

IT IS with regret we record the death of Mr. Edward Scott, formerly advertising manager for Messrs. Price's Patent Candle Co., and afterwards with the Veno Drug Co.

Answering the call of his country, in spite of ill-health, Mr. Scott joined up in September of last year and was chosen to take up responsible duties in the Army Pay Corps Office at Woolwich Arsenal. He continued at his post until a serious operation became necessary on September 7th, and seemed on the road to recovery, but pneumonia set in and the end came on September 26th. He was buried with full military honours at Shooters Hill Cemetery, Woolwich, on October 1st, and the funeral was attended by many personal friends.

Mr. Edward Scott started his business training on the Manchester Exchange with his father and afterwards came to Blackburn. Then meeting with Col. Tom Ritzema, and evincing a great desire to engage in advertising, young Scott went to London with an introduction from Col. Ritzema and joined Messrs. Spottiswoode, Dixon & Hunting.

After gaining considerable experience, he became connected with Messrs. John Knight & Sons, leaving them to be the head of the advertising department of Messrs. Price's Patent Candle Co., Battersea. His ability was shown there to a marked degree, and his sound policy was reflected in the able manner in which he conducted the advertising of this firm. It was while he was filling that office that THE ADVERTISING WORLD, in March, 1915, devoted a special article to the firm's publicity.

Early in 1916 Mr. W. H. Veno, of the Veno Drug Co., induced Mr. Scott to join him. In the short period which elapsed before entering the army his sound knowledge stood him in good stead, and he gained the respect and confidence of all.

Passing away at the early age of 36, Mr. Edward Scott is sincerely regretted by a large circle of friends in London and the North who admired in him all that goes to make a gentleman in the truest sense of the word.

Mr. Scott leaves a young wife and two little boys, his family now residing in Blackburn.

Mr. F. E. Richards, advertising manager of the Junior Army and Navy Stores, has been appointed by the central committee of the Overseas Club to be its honorary advertising adviser. The club, of which several prominent advertising men have become members, has engaged in many useful works lately. Among other things it has presented 110 aeroplanes to the Government and has collected from overseas more than £500,000 for various war funds.

Mr. W. H. Beable, the new chairman of the Sales Managers' Association, is doing his utmost to ensure the success of the organisation during his year of office and has issued a circular to the members inviting them to rally round him and urging them to enlist recruits.

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ITEMS OF INTEREST

The University of Rochester, U.S.A., has conferred on Lord Northcliffe the degree of Doctor of Laws.

We sincerely regret to record the death, in action, of Corporal W. H. Chapman, Queen Victoria Rifles, who prior to enlistment in 1915 was in charge of the advertising

THE LATE CORPORAL CHAPMAN

department of Messrs. Jarrold and Sons, Ltd., Norwich. Altogether he had been engaged in various branches of advertising for about eight years. A few days before going into action for the last time he wrote to say that he had been awarded the Military Medal, and his father was looking forward to seeing him home on leave. The gallant young soldier was greatly esteemed by his company officer, who sent a very kind letter to the father in which he says :—

"I had the good fortune to have Corporal Chapman with me in a night attack, and his conduct on that occasion was beyond praise. I recommended him for the Military Medal, as well as immediate promotion, and it is indeed sad that he should not have lived to enjoy those honours which he so richly deserved. The regiment had gained all its objectives and it may be some small consolation to you to know that Corporal Chapman contributed in no minor degree to the success which has crowned our efforts."

Captain J. Hawkes Reed, R.F.A., proprietor of the business known as Mrs. Pomeroy, Ltd., was married recently to Miss Olive Butler, of Tetbury, Gloucester. For many years the Pomeroy toilet specialities have been widely advertised, ladies' papers naturally receiving a large share of business.

Sir Albert K. Rollit, ex-president of the London Chamber of Commerce and for twenty-five years chairman of the Chamber's Commercial Education Committee, recently presented Mr. C. E. Town with a gold repeater stop-watch in recognition of that gentleman's long and valuable services as secretary of the Education Committee.

His many friends in the advertising world will be interested in the accompanying portrait

MR. A. J. WADE

of Mr. A. J. Wade, of *The Sketch*, who is now engaged, assisting Admiral Beatty, in conducting the naval affairs of the Empire.

Mr. Carmichael Thomas has lately resigned the chairmanship of *The Graphic* and its associated papers, after filling that post for seventeen years, as he desires more rest and leisure than the occupancy of the chair renders possible. Mr. Thomas will, however, continue to act as one of the directors. He has been associated with this group of papers for a period of no less than forty-three years, and has been a director for twenty-eight years. Mr. Carmichael Thomas's many friends wish him happiness and good health for the enjoyment of the comparative rest which he now purposes taking. At the same time they are glad that

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REPRODUCTION
OF AN
EXCELLENT 4-SHEET POSTER
IN FIVE COLOURS

PRINTED BY
JOHN WADDINGTON Ltd., Great Wilson Street, LEEDS
DEPICTING
LORNA AND TOOTS POUNDS
WHO WILL APPEAR AT
THE LONDON PALLADIUM
ON OCTOBER 15TH.

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he does not intend retiring altogether from active connection with the papers, so that they will have the pleasure of meeting him in and about Fleet Street as of yore.

Mr. Stanley Talbot, formerly secretary of the Sales Managers' Association, has just returned from Roumania, where he has been acting as chief storekeeper for the British Red Cross Detachment in that country. Mr. Talbot left England in January, and was stationed at Roman and at Jassy, but now his work of organisation has been completed. He has had some very interesting experiences, and has seen something of Russia as well as of Roumania, for both on the way out and the way back he stayed for a time in Petrograd and in Odessa. The journey home took nearly seven weeks. Mr. Talbot gives many striking illustrations of the utter want of organisation and discipline which now is to be seen in Russia and is so serious a stumbling block in the reconstruction of the country.

Mr. J. A. Harrison, for some time head of the copy department of Messrs. J. Ilott's Advertising Agency, Wellington, New Zealand, is now on leave in this country. He responded to the call of duty in the early part of 1915 and went to the Front with the Fifth New Zealand contingent. Mr. Harrison is suffering from shell shock after a very trying time in France. He did excellent work for Messrs. Ilott, and in another and wider sphere has done excellent work for the Empire too.

A French consular representative in Scotland has been advertising for inquiries from British commercial houses and agents who wish to replace Austro-German productions with those from France when conditions permit.

A very interesting labour-saving device which should appeal to all users of large quantities of packing boxes has been placed on the market by Messrs. Herbert E. Williams & Co., 9, Railway Place, Fenchurch Street, E.C. It is a stencil-cutting machine, and the

illustration which we give indicates its appearance and method of use. The machine quickly makes a flexible stencil of any name or address for marking boxes and the like. The stencils only cost about one penny each, and can be used hundreds of times. The machine is known as the Diagraph.

BUSINESS GOING OUT.

Messrs. Alexander Boguslavsky, Ltd., have lately put a new cigarette—The Piccadilly Circus—on the market, and are advertising it very largely, taking big spaces for the purpose in a number of media. The publicity campaign has been entrusted to Messrs. Smith's Advertising Agency.

Messrs. J. G. Ingram & Son, of the London India Rubber Works, Hackney Wick, are now advertising their "Eclipse" hot-water bottle. The business is being placed partly through Messrs. Street and partly direct.

Among new accounts being handled by Messrs. W. S. Crawford, is that of the School of Accountancy.

The advertising of Jointus Salts has been entrusted to Messrs. Barker, Drabble & Co.

A considerable amount of space has been taken lately for the advertising of Thermogene, under the direction of Messrs. W. H. Smith & Son.

A little advertising campaign is now being undertaken for Messrs. Newey's hooks and loops, the work being in the hands of Messrs. Muller & Blatchly, who have for some time acted for Messrs. Newey.

The advertising of Golden Guinea Muscatel is being undertaken by Messrs. Anderson, who are booking fairly large spaces for the purpose in a good many media.

The Merry Monk anthrax-free shaving brushes are being advertised by the Pilton Brush Manufacturing Co., 2–4 Dorset Street, Stretford, Lancs. The business is being placed direct.

Messrs. Horrocks have lately been advertising their Diaphalene cloth, the orders being placed by Messrs. Muller & Blatchly.

The plea of the British & Foreign Sailors' Society for help for shipwrecked crews has been advertised very largely, triple columns in a variety of media being a favourite space. The publicity work has been entrusted to Messrs. S. H. Benson.

The Whitehead Aircraft Co., Richmond, have been using column reader advertisements in some of the leading papers. The articles were headed "Progress of Aerial Warfare," and were treatises on the subject of aeroplanes generally, the references to Messrs. Whitehead being but slight. The business was placed by Messrs. Vickers.

The Direct Drapery Co., 77, Lever Street, Manchester, have been taking space in some of the London papers to advertise their mail order sale. The business has been placed direct.

Messrs. F. E. Potter have been entrusted with the publicity for the London Correspondence College.

The Inter-Oven, Charing Cross Road, is now being advertised and Mr. W. J. Southcombe is placing the business.

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NOTES ON MEDIA

In consequence of the restrictions in paper supply it has been found necessary to reduce the size of *The Daily Mirror* to eight pages for five days in the week. Advertisements will occupy two columns only on each of those days, and the charge will be £100 per column. All announcements must be in single-column form.

"THE DAILY MIRROR"

With the exception of two or three papers comparatively little has been said lately by the leading journals as to their present-day circulations, so it is doubly interesting to see that *The Daily Express* recently stated that its circulation now exceeds 600,000 copies a day. The specially striking feature of the announcement was that Mr. George Wetton says the books are open to the inspection of any advertiser or advertising agent who wishes to test the figures for himself.

"THE DAILY EXPRESS"

The increasing scarcity of paper has forced the conductors of *The Daily Sketch* to reduce the size to eight pages on four days a week. On the other two days the size of this very popular paper remains just as before.

"THE DAILY SKETCH"

The Sunday Pictorial is now in the proud position of having a circulation of two and a half million copies a week, a truly marvellous achievement for any paper, and absolutely astonishing for one which was established only two and a half years ago. The wonderful record was reached with the issue of September 30th, the figures having been steadily climbing up at the rate, on an average, of about ten thousand copies a week. *The Sunday Pictorial* started with a circulation of a million odd copies, which was in itself an astonishing success, and it seemed incredible that such progress could be established in the short space of two and a half years. Verily, its founders know how to gauge the public taste. Commenting on the result attained, *The Sunday Pictorial*, in its issue of October 7th, observed: "In that brief time (as the life of a newspaper goes) we have created a record that dwarfs any previous achievement in journalism. We have advanced to a circulation more than double that of any other Sunday picture paper, and the largest of its kind in the world."

"THE SUNDAY PICTORIAL"

Mr. Roy Somerville issued a notice early in the month stating that all advertising space in *Punch* had been let for the remainder of the year except a few spaces for the issue of December 24th, and he adds the interesting fact that on January 1st last nearly 60 per cent. of the available space for the current year had been booked. It is, obvious, therefore, that advertisers who wish their announcements to appear in *Punch* next year should notify Mr. Somerville of the fact at an early date.

"PUNCH"

The autumn number of *The Queen* was published on October 6th. It consisted of 112 pages, including covers, and had on its front a reproduction in colours of a very attractive sketch by Miss Eleanor Fortescue-Brickdale, entitled "Petrarch and Laura at Avignon." The issue contained 58½ pages of advertisements, and was produced in most attractive style.

"THE QUEEN"

The first anniversary number of *Vogue*, produced at the close of last month, is truly to be admired, a model of what a high-class fashion paper should be. Its dominant note is the air of distinction which marks it throughout, from its coloured cover, a taking drawing by Rita Senger, to its back page. To anyone who has watched the evolution of the fashion paper, and can recall what such publications were like twenty years ago, the pages of *Vogue* are an instructive study. Freedom, sketchiness and a delightful "looseness" in the drawings of the modes are the typical features of the finer fashion illustrations of to-day, and such work at its best is to be seen in *Vogue*. Note should be made, too, of the way in which the pages are made up, with the sketches dotted about and descriptive matter skilfully placed so as to present the most attractive effect. The verisimilitude with which the materials are suggested, alike in drawings and photographs, is a tribute to the excellence of the originals and to the skill of their reproduction, both by the block-maker and the printer, while the absence of any crowding enables every design to be seen to advantage. Certainly *Vogue*, admirably printed, represents the newest and the best in fashion papers, and we are not surprised that its circulation is steadily increasing. Naturally advertisers whose wares are bought by the well-to-do see in the paper an excellent medium for their announcements. In this particular issue the advertising pages number about fifty-eight. We wish it many happy returns of the day.

"VOGUE"

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SOCIETY OF MOTOR ADVERTISING MANAGERS

"What I expect from my Advertising Manager"

ON OCTOBER 16th the Society of Motor Advertising Managers entertained Mr. Wilfrid Hill and several other friends to dinner at the Aldwych Club, when Mr. Ernest E. Reinhold presided.

After dinner Mr. Hill gave an address entitled, "What I expect from my Advertising Manager." In the course of his remarks he said :—

"When I began business I certainly was impressed with the necessity for advertising. As soon as I could afford it I expended five shillings per week upon an advertisement in *The Cycle Trader*. I continued it for three years. I do not think I have spent a hundred pounds on advertising that article since, but to show you the cumulative effect of advertising the sale of that article now amounts to tons per week. I always had faith in advertising, and I knew full well that I should never make considerable progress until I had a proper publicity department, and as soon as my finances would stand it I started one. From that day, my success was assured. In 1896 my income was about £200, and at the present time I have been able to build up an income of £12,000 per year. I attribute a great measure of that success to my publicity department (Applause). You all know the saying, 'Blessed is he that expecteth nothing, for he shall not be disappointed.' That is what some people seem to think with regard to their publicity department, but I must say that I always had great expectations from my advertising manager because I knew the possibilities of publicity, and my expectations have been realised. The advertising manager has got to produce the best results. He must be capable of compelling public attention, because he wants to sell. He must be capable of arousing curiosity in the public mind with regard to the goods he wants to sell. He must create in the public a desire for those goods that he is anxious to sell, and he must ultimately create a public demand for the goods he wishes to sell. He must command attention, curiosity, desire, and ultimately get the demand. The world is full of potential customers. The cleverest man is the one who will land the most fish. I require physical fitness in a man employed as advertising manager, for if you wish to develop a capable mental machine you must have a fit physical machine.

Be Alert and Original.

"I also want in my advertising man mental alertness. I don't want a man to play about with a scheme or to spend too much time in deliberations, but I want him to grasp the situation, seize the possibilities, and go ahead. Then, again, he must have the virtue of originality. In your profession originality is the top note. I also want in my advertising manager a man who has learnt the art of deputisation, but, of course, when he deputises to others he must occasionally overlook them.

"Another qualification I want in my advertising manager is that of loyalty. The advertising manager is one of the most important men in any firm. The publicity department is the main department, and there should be absolute confidence between principal and advertising manager. There must be strict harmony between income and expenditure. You may find your principal will cut down an appropriation from £500 to £200, whereupon you will resent it, and think that your directors are throttling your efforts and stifling the business, but it is not so. The directors must always keep their eyes on the banking account, and pay strict attention to the financial side of the business. I think there should be a little more confidence between the principal and the advertising manager.

Ill-informed Directors.

"Where you undoubtedly suffer is when you have a board of directors instead of a principal to deal with. When you are in touch with the practical principal you have the human contact, but where you have a board of directors consisting of men who are not practical they are apt to look upon your scheme as money put on a racehorse. They look upon it as a gamble instead of an investment. You frequently have directors with capital but no knowledge of the trade. Very often men who have the money qualification have nothing else. There must be mutual confidence between the principal and the advertising manager, because the latter must be supplied with secret information about the business. He must know something about profits, and the cost of production, and he should know something about the manufacture of the article, and its various processes.

"Beyond these qualifications, he must have what I should call the power of magical persuasiveness, especially in following up enquiries. Then, again, I want my advertisement manager to be a hypnotist, in order that he can hypnotise the public. He wants to make suggestions to them time after time either through the newspaper or through the booklet in order to compel people to ask for your goods. You are not only public hypnotists but public benefactors.

"You are also public benefactors because your ideal is excellence in quality. In conclusion, there is something else, and particularly at the present time, which I expect from my advertisement manager. I would expect him to realise the crisis through which this country is passing, and has been passing for the last three years. I have watched Germany for many years and have travelled there many

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times. I have been in many German factories, and have been much impressed by the great advances they have made. Lord Leverhulme is the kind of man we shall want in the future, and I have no doubt we can breed them. Whilst not neglecting opportunities in the home market we must pay more attention to the overseas market, and it is to you gentlemen that your firms look for the pioneer work."

On the motion of Mr. McKean Cant, seconded by Mr. Delacour, a vote of thanks was accorded Mr. Hill for his address.

A VERY interesting programme has been prepared for the 1917-18 session of the Society of Motor Advertising Managers.

The following are the titles of subjects which will be considered: November 9th, "Co-operative advertising, mainly abroad," by Mr. L. Brandes (Messrs Straker Squire); December 14th, "Psychology the basis of successful advertisements," by Mr. W. T. Bishop (Messrs. Clement Talbot); January 11th, "Art in relation to Advertising," by Mr. E. W. Delacour (Anglo-Mexican Petroleum Co.); February 8th, "Co-operating with the Dealer," by Mr. W. J. Rand (Messrs. Morris Russell & Co.); March 8th, "The Advertising Manager and his Relationship with his House," by Mr. J. A. Masters (the Harley Davidson Motor Co.).

As will be seen, the subjects covered include many items which will have important bearing on the future of the motor trade and are likely to give food for wide discussion.

The Society is now in its fourth year and from the beginning has been the means of bringing advertising managers together to discuss over the dinner table matters relating to their business.

The meetings are held generally on the second Friday of each month at the Aldwych Club (by courtesy of the Managing Committee).

The Society is under the presidency of Mr. E. E. Reinhold, of the Vacuum Oil Co., Ltd., and the membership is open to all motor advertising managers and assistant advertising managers, provided the firms which they represent are members of the M.T.A., S.M.M.T., M.C.U., A.B.M.A.M., or kindred bodies.

Mr. Hubert O. Davies (Messrs. John I. Thornycroft & Co.,) is the secretary, and will be pleased to forward full particulars relating to membership. Letters should be addressed to him at 15, Purley Park Road, Purley, Surrey.

THE ALDWYCH CLUB

Mr. Churchill's Address

THERE WAS a great gathering of advertising men at the Connaught Rooms, Great Queen Street, on October 3rd, when, under the auspices of the Aldwych Club, Mr. Winston Churchill, M.P., Minister of Munitions, gave an address dealing with the war. Applications for tickets for the lunch, which preceded the address, had been very numerous, and to the first sixty applicants who so desired one ticket each was granted, admitting a lady to the gallery. This was the first occasion on which ladies had been present at the club's lunches in the Connaught Rooms. The chair was taken by Sir Hedley Le Bas, and the company, who numbered about 500, included Lord Rothermere, Le Marquis de Chasseloup-Loubat, Dr. Macnamara, M.P., Mr. C. Masterman, Mr. F. S. Kellaway, M.P., Mr. Ian Macpherson, M.P., Mr. Cecil Beck, M.P., Sir Graham Greene, Sir James Stevenson, Mr. E. Marsh, Sir Woodman Burbidge, Sir T. Dewar, Bt., Sir C. W. Starmer, Mr. R. Blumenfeld, Mr. Robert Donald, Mr. A. G. Gardiner, Mr. J. A. Spender, Mr. Ernest McKenna, Mr. F. H. Hamilton, Mr. J. Holmes, Mr. Clement Shorter, Mr. G. A. Sutton, Mr. Thomas Marlowe, Mr. James Douglas, and Mr. Gordon Selfridge.

Mr. Churchill's speech was of a vigorous, hopeful and stimulating character, but, in view of the fact that it has been already fully reported, it is not necessary to reproduce it here. The dangers of an inconclusive peace was one of the points he most strongly emphasised. The right hon. gentleman also paid graceful tribute to the work which Lord Northcliffe, president of the Club, is doing in America.

EVENING STANDARD

gives authentic news, it views free from bias, and its general contents are marked by a high standard of literary excellence. Best for advertisers appealing to the upper middle classes in London and the Home Counties.

46, Shoe Lane, E.C.4.

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THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending September 22, 1917. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

THE DAILY NEWSPAPERS (COLUMNS)

Date	*Times*		*Telegraph*		*M. Post*		*Graphic*		*Daily Mail*		*Mirror*		*Daily News and Leader*		*Express*		*Chronicle*		*Daily Sketch*	
	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.
1917																				
Aug. 23	10¾	15¾	5¼	23¼	1¼	14¼	4	4	9¾	22	1¼	2	8	1¼	6¾	28	4	1	4¼	1
24	8¾	13	7¼	20¾	6	9¼	4¼	4¼	11¾	2	4¼	2	8	1¼	8¾	2	13	6¼	5½	1
25	8¼	15¼	5¼	20¼	¼	12¼	4¼	4¼	11¾	2	4	2	4¼	1	4	2	1¼	3¾	3¼	1
27	9¼	12¾	12	21½	1¼	11¼	4	4	18	2¼	3¼	2	9¾	1	8¾	1	7¼	3	5¼	1
28	8¼	13¼	7¼	28¼	2¼	20¼	3¼	4¼	9¾	2¼	6¼	1¼	8¾	1¼	8¼	1	9¼	6¼	5	1
29	15¼	14¾	8¾	25¾	1¼	16¾	2¾	4	9¾	3	6¼	1¼	7	1¼	4¼	2¼	11¾	6¼	5	1
30	8¼	18¼	7¼	24¾	2	15¾	3¾	3¾	10¾	2¼	4	1¼	7	1¼	2¼	3	6¼	3	4½	1
31	42	12¾	9	20	3	9¾	4¾	5	8¾	2¼	5¼	1¼	4¼	1¼	5¼	3	17¾	2¾	5	1
Sept. 1	8	17¼	6¾	20¾	2¼	12¾	¾	·5¼	11¼	2¼	3¼	1¼	4	2	4¾	2¾	6¾	3¼	1¼	1
3	41¼	13¾	15	24¼	6	14¼	7¼	3¼	19	2¼	8¼	1¼	9	1¼	9	2¾	7	2¾	6	1
4	9¾	13¾	10	27¼	4	21¼	3¾	4¼	18¾	2¾	9¼	1	9¼	1	9¼	2¾	6¾	3¼	6¾	1
5	11¾	15	10¾	27¼	3¼	17	3¾	4¾	12¼	1¾	2	—	9¼	1¼	9¼	2¾	9¼	3¼	7	1
6	19	21¼	10¾	25¾	4	16¾	4¼	4¼	20	2¼	6¾	1¼	9	1	8¾	2¾	9¼	3¼	5	1
7	10¾	12¼	10	21¼	6	10	3	5	12	1¾	4¾	2	9	1	4¼	4	9¼	3¼	6	1
8	4¾	18¼	4¼	23¼	1	14	¾	5¾	9¼	3¾	5	1¼	8	1	2¾	3¼	9¼	3¼	2	1
10	14¼	15	18¾	25¼	9¼	12	3¼	3¾	19	2¼	8	—	9	1¼	9¼	1	17¾	2¾	8¾	1
11	11¾	13¼	10¾	28¼	1¼	22¼	2	4¼	20¼	2¾	—	—	9¼	1¼	10	1	9¼	3¼	1	1
12	10¾	15	13¾	28¼	2	17¾	3¾	4	11¾	1¾	10	—	7¾	2¼	9¼	1¼	9¼	3¼	9	1
13	22	21¼	11¾	25¾	1	18	3	4¼	19	2¼	10	—	8	2¼	10	1	17¾	2¾	8	1
14	7¼	13¼	11¼	22	5¼	11	3¼	5	11¾	2	8¾	2	8	1¼	8	1	6¾	3¼	1	1
15	10¾	19	10¾	27¼	4¾	14¼	3	5¾	10	2¾	—	—	7¾	1¼	7¾	1	4¾	3¼	10¾	1
17	18¼	16¼	19¼	25	8¼	15¾	7	4¾	20	2¾	10	—	9¼	1¼	10	1	11¾	7¼	1	1
18	12¼	13¾	16¾	28¼	4	24	2¾	4¼	12¼	1¼	—	—	9¼	1	10	1	9¼	3¼	1	1
19	10¼	17¼	17¼	27¼	4¾	18¼	5¾	4¼	12¾	1¼	10	—	9¼	1¼	9	1¼	12	6¼	10	1
20	19¼	20¼	15	29¼	4	17¾	5¼	4¼	19¼	2¼	10	—	9	1	9¼	1¼	14¼	5¾	9¾	1
21	13¼	12¾	15¼	23¾	6¾	12	5¼	5	11¾	2	10	—	9¼	1	9¼	1	6¾	2¾	6	1
22	5¼	20¼	10¾	27	1¼	15¾	1	5¼	10¾	2¼	—	—	8	1¼	8	2¾	5¼	3¼	1	1
Total ...	371¾	424½	300¾	672¾	98¼	414	96½	122	370	62½	147½	3+	219¼	38¾	214¼	51¾	260½	154½	146½	15

WIDTH OF COLUMNS *Times*, 2½ ins.; *Telegraph*, 2½ ins.; *Post*, 2½ ins.; *Graphic*, 2½ ins.; *Mail*, 2½ ins.; *Mirror*, 2½ ins.; *Daily News and Leader*, 2½ ins.; *Express*, 2½ ins.; *Chronicle*, 2⅜ ins.; *Daily Sketch*, 2¼ ins. LENGTH OF COLUMNS: *Times*, 22½ ins.; *Telegraph*, 24¼ ins.; *Post*, 23 ins.; *Graphic*, 14½ ins.; *Mail*, 22 ins.; *Mirror* 13⅜ ins.; *Daily News and Leader*, 21⅝ ins.; *Express*, 22 ins.; *Chronicle*, 19 ins.; *Daily Sketch*, 13⅜ ins.

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THE EVENING NEWSPAPERS

(COLUMNS)

Date	Evening News		Westmins'r Gazette		Pall Mall Gazette		Globe		Star		Evening Standard	
1917.	D.	C.	D.	C.	D	C.	D.	C.	D.	C.	D.	C.
Aug. 23	11¼	¾	4	2	9¾	1¾	2¼	2	5¼	1½	5¼	1½
24	10¾	¾	5¼	1¾	9	2	5½	2	7	1½	4½	1¼
25	7¾	1	4½	1½	7½	2¼	2¾	1¼	1½	1¼	5	3
27	11¼	¾	3½	1½	7½	1¾	5¼	1¾	3¾	1¼	5¼	1¼
28	11	¾	3¼	1½	8¾	1¾	5¼	1½	6	1½	5½	1¼
29	10	1	3½	1½	8	3	4½	1¾	6½	1¼	5¼	1¼
30	11	¾	4½	1¾	10¼	1½	4¾	2	5	1¼	5¼	1½
31	11¼	¾	5¼	2¼	11½	2	4¾	2	5¾	1¾	5	1¼
Sept. 1	9	1	5¾	2½	6	2¾	3	1¾	5¾	1¾	5¼	2
3	11¼	¾	6½	2¼	7½	2	7¾	2	5¾	2	5½	1½
4	12¾	¾	5¾	2	9½	2¼	6¾	1¾	7¼	2	4¾	1½
5	11	1	7¼	2¼	10¾	3	5¾	2	7¼	1½	5¾	1½
6	12¼	1	6¼	2¾	9¾	2	4½	1¾	6¾	1¼	4¾	1¾
7	11¼	1	4½	3	9¾	2¾	4¾	2	7	1¼	17	1
8	8	1	5¾	2½	8	3	2	1¾	5½	1½	6	1½
10	11	1	6	2	8¾	2	7½	1¾	5½	2	5¾	1¼
11	12¾	¾	4¼	2	13	2	8¾	1¾	7¾	1¼	5¾	1½
12	10¾	1	5½	2¼	12	3	5¾	1½	7½	1¼	14¾	3
13	11¼	¾	5½	2½	8¾	2¾	7¾	2¼	7½	1¾	5¼	1½
14	10¾	1	5	2½	11½	2¼	4½	1¾	8½	1¼	6¼	1¼
15	10	¾	8	2¾	8½	3¼	4	1¾	8¼	2¼	5¾	1¼
17	10½	1	7½	2¾	10¾	3¼	11¾	1¾	6½	2	15	3
18	12½	1	8	2	10	2½	9½	1¾	7¾	1½	6½	1
19	11	1	5½	2½	12¾	3½	6¼	1¾	8¾	1½	16½	1½
20	11	1	8¼	2	11¾	2¼	4½	1¾	6½	2¼	5½	1
21	10¾	1	5	3	12½	2½	5¼	1¾	8	1½	16½	2
22	10	1	8¾	2¾	9	4¼	4½	2	4	2¼	6¾	1¼
Total	292	24¼	152¾	60½	262¾	67½	149	48¾	172	45½	199	43¼

WIDTH OF COLUMNS: *Evening Standard*, 2⅞ and 3⅜ ins.; *Westminster Gazette*, 3⅛ and 4⅛ ins.; *Pall Mall*, 2⅛ and 4⅜ ins.; *Globe*, 2⅞ ins.; *Star*, 2⅜ ins.; *Evening News*, 2⅝ ins.

THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Tit-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show
Aug. 23	9	6½	6	6½	9½	9⅛
30	8	6	5¾	6⅜	9	9⅛
Sep. 6	12	6	5⅛	6½	9	10⅛
13	10	6½	5⅜	6⅜	9½	10⅛
20	10	6½	6½	6½	8⅞	10⅛
Total ...	49	30⅜	28⅝	32½	45	48⅝

THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending	Country Life	Ladies' Field	Bystander	Tatler	Land & Water	Graphic	Sphere	Field	Punch	Illus. London News	Sketch	Queen
Aug. 23	43	12	29⅜	17	10½	8	8¼	15	11½	8	14½	16
30	37½	30	30¼	19½	17¼	10	8	20	11½	8	16	20
Sept. 6	42	22	37¼	20½	15¼	9	8	15	Full	9	19	22
13	42	20	37½	25	15⅜	10¼	9½	16	15½	11	23½	22
20	70½	22	36¾	33½	15⅜	12½	9¾	15	15⅝	11½	18	22
Total	235	106	171½	115½	74¼	49¾	43½	81	69	47½	91	102

THE SUNDAY NEWSPAPERS

(COLUMNS)

Date	Observer		Sunday Times		News of the World.		Lloyd's		Dispatch		People		Reynolds's		Sunday Chronicle		Empire News	
1917.	D.	C.	D.	C.	D	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.
Aug. 26	24¾	8½	16¾	7	10	2	11¾	11	11	1½	10¾	8	12½	4½	9¼	¾	10¼	½
Sept. 2	28½	9¾	19¾	7¼	11	2½	10¾	11	13½	1	12	8½	12¾	4½	9¾	1	9½	1¼
9	32	10½	21½	8	10¾	3¼	11	11¾	13¼	1½	13¼	9	11¼	4½	9¾	1	7½	1½
16	36	8½	32	7¾	11½	1¾	14½	11¾	14	1¼	13	9	13¼	5	9¼	1	8¾	1½
Total	121¼	37¼	90	30	43¼	9½	48	45½	51¾	4¾	49	34½	49¾	18¼	37½	3¾	36	4⅜

WIDTH OF COLUMNS: *Observer*, 2⅛ ins.; *Sunday Times*, 2⅜ ins.; *News of the World*, 2⅜ ins.; *Lloyd's*, 2 & 2⅛ ins.; *People*, 2 ins.; *Reynolds's*, 2⅜ ins. LENGTH OF COLUMNS: *Observer*, 21¼ ins.; *Sunday Times*, 22 ins.; *News of the World*, 22⅛ ins.; *Lloyd's*, 19⅛ ins.; *Dispatch*, 22 ins.; *People*, 18 ins.; *Reynolds's* 24⅛ ins.

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THE POPULAR MONTHLIES—SEPTEMBER

(DISPLAY AND CLASSIFIED—PAGES)

Strand	Cassell's	Quiver	New Mag.	Review of Reviews	Nash's.	Woman at Home	Pearson's	Windsor
60¼	36¼	32¼	22¾	10¾	15½	23¼	21¾	26¼

Connoisseur	Wide World	World's Work	English Review	Royal	Grand	Novel Mag.	London	Captain
44½	21¼	18½	12	14½	14¾	14¼	33¾	9¾

Special Note—Insets are not included.

PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date 1917	Bristol Times and Mirror			Glasgow Herald			Sheff'ld Daily Telegraph			L'pool Post and Mercury		
	National Display	Local Display	Smalls*	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
Aug. 23	3	3¼	7	3	10	11½	3¼	3¾	5¼	1½	5½	5½
24	1¼	3¼	7	3¼	16¼	15¼	3	3½	4½	1½	6½	11
25	7	6½	17¼	3	12¾	11	4¾	7¾	16	1	7	6½
27	1¼	2¼	7	4½	20	17¾	2	3¼	4½	2¾	9	5½
28	2	3	6¼	2¾	11½	10	4½	4½	6½	1½	7	7½
29	2¾	2¼	7¼	3½	17	17¼	2¾	3½	4½	1¾	6½	7
30	3	2¾	7½	3	13¼	11	5	3¼	5½	2¼	7½	7
31	1¼	4	9	4	17	16½	3½	2¾	4½	2	8	9½
Sept. 1	3¾	10½	23¼	3½	13½	10	3	10½	16½	0	7	7
3	1	2¾	9¾	2¾	23½	20¼	2¾	3½	4¾	¾	9½	7
4	1¼	2¾	9½	3½	11	10	4¼	4½	6¼	1	6½	8½
5	1¾	3½	10	2¾	21	19	4¾	4¼	4½	2	8	7
6	3	2¾	10	3¼	11	11¾	6½	4½	5¾	2	6½	6½
7	1	4	9½	3	18	16¼	2¼	4¼	5	1½	9	15
8	4¼	10¾	26	2½	12	13½	4¾	9½	18½	¾	9	6
10	1	3¾	10½	3½	22	20	4¼	3¾	4¾	2½	10	8
11	1¾	2½	10½	3¾	12½	9½	4¾	4½	7½	¾	8	9
12	1¾	3½	10½	2½	23	20½	5¾	4	4¾	4	9½	7½
13	2½	2½	10½	7½	12	10½	6	3	6	4	8¾	6½
14	½	4	9¾	3½	17	15¾	3	3¼	4¾	1½	9	11½
15	5	11¼	29	2¼	13¼	13	7½	11	19	2¼	8½	6½
17	1	2¼	11¾	2¾	23¾	22	3	4¼	4¾	½	10	7
18	1¾	2½	11	3	12¾	12	4	6	6¼	1¾	7¾	7
19	1¾	5	10¾	3½	20¼	20	7	4	3¾	3¾	8	6½
20	2½	2¼	10½	3	14½	12	5¾	3¾	5½	2¾	6	5
21	¾	4	10	3¼	17	15¼	3½	3¾	4¾	1¾	7½	11½
22	5¼	10¼	30¾	4	14	12½	4	11¾	20¼	¾	9	7½
Total ...	62½	118	332½	90¾	429½	393¾	115	136	203¼	47¾	214	210

* Including Auctions. Size of Columns: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins., width, 2⅜ ins. *Sheffield Daily Telegraph*, front page, 21 ins.: inside, length, 25 ins., width, 2⅜ ins. *Liverpool Daily Post*, length, 24 ins., width, 2¼ ins.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

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PROVINCIAL NEWSPAPERS—(Halfpenny)

(COLUMNS)

Date		*Liverpool Echo*			*Northern Echo, Darlington*			*Sheffield Independent*			*North Eastern Daily Gazette*			*Daily Dispatch*			*Irish Independent*			*Northern Daily Telegraph*			*Yorkshire Telegraph and Star*		
1917.		National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
Aug	23	2½	2	15¼	2¾	2½	4¼	2	6¼	3½	3	3	7	6	2½	5½	5½	12	5½	¾	4	2¾	2	3½	5
	24	4¾	6¼	14½	3	4¼	4¼	7	11¾	3¼	7½	3½	7½	7	3	4½	2¼	5¾	4¾	3½	8½	3¼	5	4¼	4¼
	25	1	1¼	8½	1½	3½	5¾	2½	14	7¾	2	2½	7½	1	2½	10	4	18	7	¼	5¼	3	1	5¾	5
	27	1¾	4¼	15½	3¼	2¾	4½	1½	6	3¼	2½	4	7½	5½	2½	6½	3	10	5¼	½	4	3¼	1¾	4	5
	28	½	3¾	16¾	3¾	3½	4½	1¾	5¼	4¾	3½	3	7½	5½	3	6¼	1	7¾	5½	6¾	5¼	3¼	5¼	2½	5
	29	½	5¾	18	1½	2¾	5	3	5	3½	2	2½	7½	3	2¼	7	4¾	8	5½	¾	3¾	3½	2½	2½	4½
	30	3½	5½	14¾	1¾	3	4¾	2½	5½	3½	3	3½	7½	3½	3¼	5	1	8½	4¾	1	4¼	2¾	1½	3¼	4½
	31	4½	5½	14½	2¾	3½	5	6¼	10	3	4	7	8	6¾	3	5¼	3½	4¾	5¼	3¼	8¾	3½	1½	5½	4½
Sep.	1	0	1¼	9¼	1	4	6¾	3¼	14½	8¾	2	2	8	4¼	3¼	7¾	2¼	22	6	¼	5	2¾	1¼	6	5½
	3	¼	6½	15	3¼	3	5¾	2¼	4¼	3¼	2½	5½	8½	6¾	3¼	5¾	1¼	9½	4½	½	4	2¾	3	1½	5½
	4	2¾	4½	16½	3½	3¼	4½	1½	6	4	4	3½	8	8¾	2¾	3¾	3¾	11½	6	7	5¼	3	5½	2¾	5
	5	4	3½	18¼	2¼	2	4¾	3¾	3¾	3¼	2½	3½	8	7¾	2¼	4¾	1	8½	5½	¼	4½	3¼	3½	2¼	5¼
	6	1¼	6¾	14¾	3¼	2¼	5	3¼	4½	3½	3	4½	7½	6¼	2½	6¼	6½	10½	5½	¼	3½	2¾	3¼	2¾	4½
	7	5½	10¾	15	3¼	5	4	3¼	4¼	2¾	1½	7½	8	9½	3	2½	2½	5½	5	4¼	8¾	3¼	5	4	4½
	8	¼	1½	9¼	1½	4¾	5	3½	15¼	8¾	1½	2½	8	2¼	4½	8¼	4¾	19¼	6¼	¼	5	2¾	¾	4½	6¼
	10	1	4	15½	2½	4½	5¾	1	4½	3	2	5	9	6½	3¼	5¾	3¼	10¾	5½	¼	4	3½	1¾	3	4¾
	11	2¼	3	16	4¼	2½	5	½	6¼	4½	3	4½	8½	9	3	3½	1	6¼	4½	8	5¾	3	5½	5¼	5¼
	12	2½	4¼	18	2¼	6	5¾	2	5¼	3½	2½	4	8¾	6½	3¼	5½	6½	10½	6	1¼	5¼	3	3½	2½	4
	13	2¼	5½	16¾	15½	26	4¾	2¾	5	3¾	4	2½	8	6½	2½	6¼	1½	7¼	5¼	1¼	4½	3½	4½	3¾	5
	14	5½	10¼	15	3¾	12¾	5¼	10	8	3¾	6½	6½	8	8¼	2½	5¼	3½	5	3¾	6½	10½	3½	4½	3	5¼
	15	1½	5	8¼	1¼	6¼	5½	4	11¼	10½	4½	3	9½	5¼	3¾	5½	4½	20	6¼	2¼	5	2¼	4½	2¾	7¼
	17	3½	6¾	15¼	3¼	3¼	4¾	2¼	4¼	3½	3	4½	11½	6½	3¼	5½	6	10½	5½	1½	4¾	2¾	3¼	1¾	5½
	18	2¼	2½	14¾	4	3	4¼	1½	4¾	4¾	4½	3	8½	7¾	2½	5	1¾	7	4¼	8¼	6¾	3¼	5¼	3¼	5
	19	4	3¼	17½	4¾	2½	5	4	3½	3¼	3½	4	8¼	6¾	3	5¼	3	6¾	4¼	½	5¼	2¾	5¾	2½	4¼
	20	5¾	5¼	14¼	2	6	4	11¾	8	3½	3½	4	8	8	2½	3¾	7½	9	6½	¾	3¾	3	5¼	2¾	5
	21	5½	10½	15½	4¼	5¼	3½	1½	5½	3¼	6	9	8	7¼	2¾	4½	1½	8	5¾	5	9¼	3½	8½	5½	5¼
	22	0	1	9¼	2¾	6	5	3¾	16	10¾	2½	2½	8	3¾	4	7¼	4	20½	4½	¼	5¼	3	½	5¾	6½
Total ...		69	130	389½	88	134	132½	92	198½	124¼	93	110½	220	165¾	80	152	90¾	283	144¼	65½	149	82½	95½	96¾	137¼

SIZES OF COLUMNS.—*Northern Echo*, length 22½ ins., width 2$\frac{3}{16}$ ins. *Sheffield Independent*, length 23 ins., width 2½ ins. *North Eastern Daily Gazette*, length 24 ins., width 2⅛ ins. *Daily Dispatch*, length 23 ins., width 2¼ ins. *Irish Independent*, length 22 ins., width 2¼ ins. *Northern Daily Telegraph*, front page, length 21 ins.; inside, length 22½ ins., width 2⅛ ins. *Yorkshire Telegraph and Star*, length front page, 21 ins., inside 23 ins., width 2⅜ ins.

Printed by W. H. SMITH & SON, THE ARDEN PRESS, Stamford Street, London, S.E., and published by the Proprietors, A. W. LIMITED, at Sardinia House, Kingsway, W.C.

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THE BRITISH MARKET

A Guide and Directory for Overseas Advertisers

THE ADVERTISING WORLD

We shall be pleased to answer any queries addressed to us by American correspondents, and to furnish them with any exact information required. Detailed reports of the market conditions affecting particular commodities will be furnished to responsible enquirers. Replies of general interest will be published in this Supplement, others will be forwarded through the mail. Communications should be addressed to (Transatlantic) Information Bureau, THE ADVERTISING WORLD, *Sardinia House, Kingsway, London, W.C.*

Advertisements in this Supplement are censored by us; and statements made in them may therefore be accepted without reservation.

Telephone: 2269 Holborn. Telegrams and Cables: "Adverwarld, London."

"TRYING IT ON THE DOG!"

IT is exceedingly easy for the advertiser who embarks on a new adventure to make mistakes; indeed, it is almost impossible, however cautious and wary he may be, for him to avoid doing so.

The basic principles of advertising are unchangeable, and by this time they are fairly well understood by those who have seriously devoted themselves to a study of commercial publicity. In their application to individual advertising propositions, however, there is opportunity, and necessity, for an infinite number of variations in practice.

No one advertising problem is exactly like any other, even though they may both belong to the same class: and therefore experiences can only guide the advertising adventurer up to a certain point. Beyond that point he has to proceed by the experimental method: which generally means that he at last finds his way across the debatable ground by dint of falling into the bog-holes and bruising his shins on the obstacles with which the right path is beset.

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The advertiser can avoid making mistakes by refusing to advertise ; but by no other expedient. He need not regret the necessary hazards of enterprise, if he does not fall into errors through carelessness and if he is always ready to learn what possibly painful experience alone can teach him.

At the same time it is well for the experimentalist to bear in mind that there is no need for him to make his mistakes upon a grand scale. It is not necessary to plunge head over heels into a bath in order to ascertain whether the water is of an endurable temperature.

The safest plan for an invading advertiser to adopt is to test a small model of a national campaign in a local area. It is quite an easy thing to do, and it may prevent a most painful and even disastrous waste of energy and money.

Many advertisers recognise this and are in the habit of indulging in a short trial trip before embarking on any ambitious advertising enterprise : in general very much to their profit.

If such a trial is to provide any reliable indication of the prospects before a general campaign it must, however, be itself most carefully carried out.

An area must be chosen that is as fairly representative as possible of the larger field in which the advertiser ultimately proposes to operate. It must not, from the individual advertiser's point of view, present any local peculiarities so strongly marked as to render it an exceptionally easy or exceptionally difficult field to cultivate.

To emphasise the importance of taking all possible precautions in this particular we may once more recall the experience of a well-known American firm of canned soup manufacturers who some time ago endeavoured to gain a footing in Great Britain. It is so precisely to the point.

They decided, wisely enough, to make a local trial of their projected campaign. Unfortunately they selected an area in which they had to contend with anciently established habits, and consequently ingrained prejudices, that rendered their proposition all but hopeless from the outset. They spent several thousand pounds with no result, and then retired from the British market altogether.

In almost any other part of the country they would not have been confronted by the obstacles that baulked them : and could almost certainly have established themselves, for their commodity was sound and their advertising material was excellent.

It will not do to choose a trial ground carelessly or on insufficient or inexact information.

An area having been selected that is reasonably representative of the whole market, it is essential that the ground covered should be so extensive as to permit the free use of every sort of advertising material, and that the time allowed for the trial should be so long as to allow the cumulative effect of continued publicity to make itself felt.

A generous expenditure, both of material and time, during the trial will not be at all costly if it enables the national campaign when launched to be more intelligent, and therefore more effective, both in its construction and its details.

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A Substitute for Catalogues

IN these days when fluctuating prices and changing stocks render it almost impossible to issue catalogues, the columns of

JOHN BULL

can be advantageously used as a substitute. Over 1,600,000 householders would read your message before prices had time to change, and the famous "John Bull" guarantee gives the reader the necessary confidence.

TO AMERICAN ADVERTISERS

The value of "John Bull" as a substitute for catalogues is of interest chiefly to British firms. Let me show you the possibilities there are in it for American firms who want to create rapidly a market for their products in the British Isles.

PHILIP EMANUEL
Advertisement Manager
ODHAMS, LIMITED
85-94 LONG ACRE
LONDON, W.C.2.

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Though it is folly to buy experience in too dear a market, no one need imagine that he can obtain it without payment.

Special arrangements to secure distribution of the goods to "the trade" should be made in connection with a trial campaign, for the normal distributive machinery will only partially be called into action by strictly localised operations.

That every conceivable check and counter-check must be employed in determining the relative value, or lack of value, of every idea governing the policy pursued and of each item of material used, will, of course, be understood.

The smaller the experiment the more microscopic an examination it will demand.

At the conclusion of a properly conducted trial campaign the advertiser should have at his d sposal all the data necessary for a really effective campaign upon the national scale. If his methods have made good in a well-chosen locality they may safely be relied upon to produce even better results in an enlarged field of action: for the effect of sound advertising increases geometrically, not merely automatically, in relation to its mass.

SOME INGERSOLL EXPERIENCES

As related by Mr. F. S. Daniells, who established the famous watches in European markets

"I WAS interested to note," said Mr. Daniells, "that Mr. Selfridge had found the British public even more responsive to his advertising than the American public to which he formerly addressed himself.

"Our business is very different in character from that conducted so brilliantly by Mr. Selfridge, but our experience of the susceptibility of the British public to advertising has been exactly the same as his. 'Ingersoll' advertising here brings a greater return for each pound spent than it does, or ever did, in the United States.

"In view of the often expressed opinion that the American public has been educated to so much greater an appreciation of advertising than the British, this certainly seems an 'item of interest' worth recording.

"Our business is, as you know, done entirely through retailers, watchmakers—who, by the way, for the most part sell, but do not make, watches—stationers, ironmongers, vendors of fancy goods and others.

"We have won their good will by offering them a fair, indeed a liberal, profit, and by helping them to keep their stocks of our goods always on the move.

"The quick turnover which our energetic advertising and other selling aids secure to them gives them a handsome return and makes them convinced 'Ingersoll' supporters.

"When the Ingersoll watch first made its entrance into the British market, twelve years ago, not unnaturally the initial approach was made to the class of retailers who handled the product in the American market—that is to 'watchmakers.'

"The result was something of a shock; for the watchmakers were very decidedly antagonistic to the proposition. After weeks of hard work and the expenditure of a large sum of money Ingersolls had made no progress at all;

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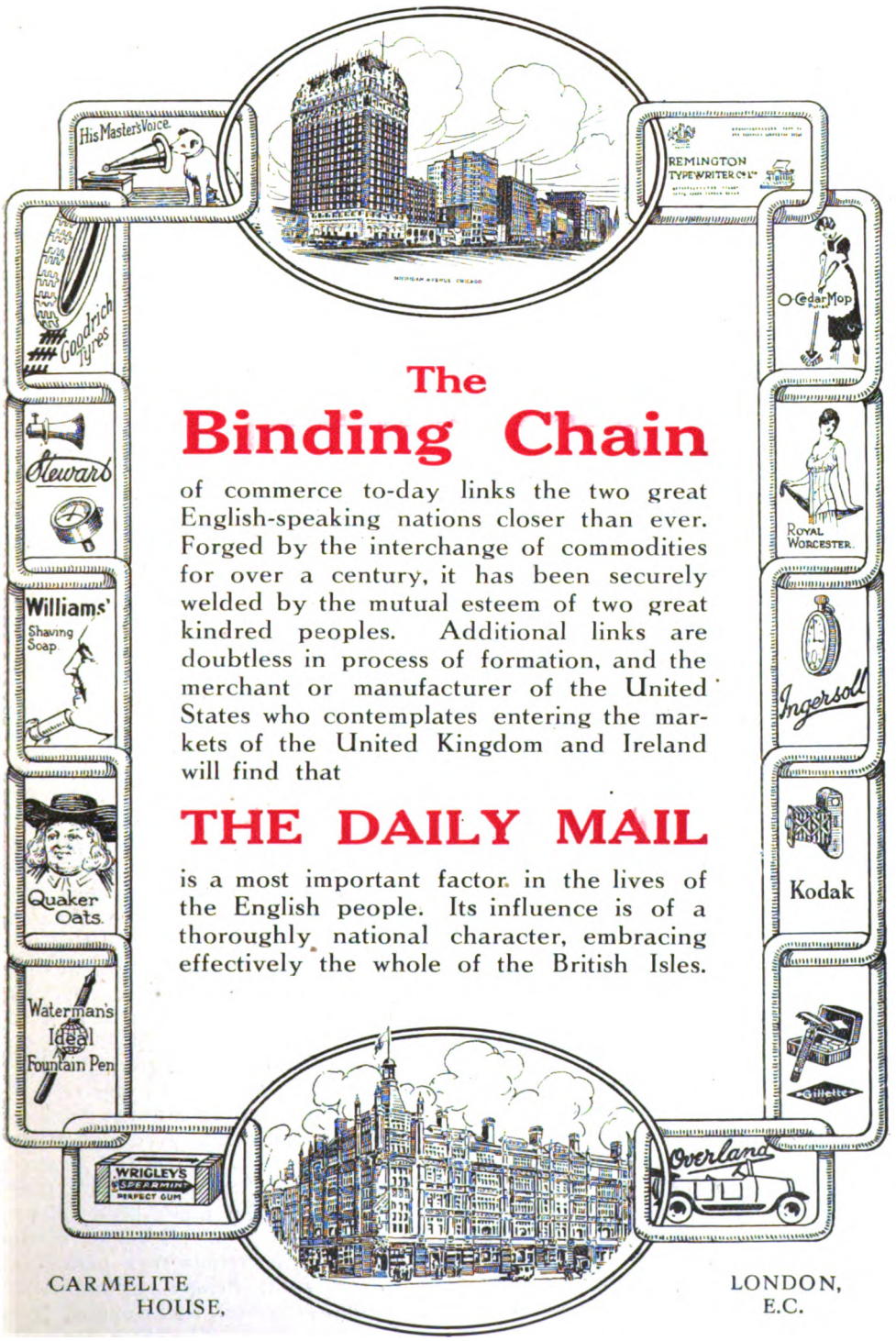

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in fact, had literally done less than £5 worth of business.

"They had failed to understand that the British watchmaker was bound to view their proposals with disfavour. They invited him to make a radical departure from his accustomed method of trading; and he could not be blamed if indisposed to do so at short notice.

"After twelve years we can claim to have made a decided advance towards the conversion of the watchmakers—nearly half of them are now to be numbered among our supporters—but at the outset it was plain that their assistance must not be counted upon.

Our Five Points

"It was tragically comic that they fell foul of every one of the five points put forward as Ingersoll's chief recommendation — the five planks in their platform.

"These were (1) high quality; (2) low price; (3) standardisation of price; (4) sales-making by energetic advertising; (5) the 'guarantee.'

"The watchmakers, speaking generally, objected to the high quality because it limited their opportunities of profiting by renewals or repairs; to the low price because it did not show them a sufficient bulk profit on each actual sale; to the standardisation of prices because it prevented their indulging in the cut-price competition to which they were accustomed; to the advertising because it made the public demand 'Ingersoll,' and nothing but 'Ingersoll,' when it would better have suited the retailers' ends to supply something else; and to the 'guarantee' because it contained an offer to do for nothing something for which they expected to be paid.

"The problems of war, however absorbing they may be, ought not to make us unmindful of after-war problems, which otherwise might take us by surprise. The period which will follow the conclusion of hostilities must be prepared for a long while in advance, and with as much minute care as the mobilisation itself."

M. PAINLEVÉ.

"I do not blame the watchmakers for their opposition to our proposals: it was natural, although it was, as most of them have come to understand, shortsighted.

Finding a Market

"It, of course, forced Ingersoll's to look for other channels through which their goods could be distributed. They went to stationers, ironmongers and fancy goods dealers—whom they had at first ignored—with precisely the same proposition that they had placed before the watchmakers, and obtained an immediate and most satisfactory response.

"I have enlarged on this experience only because it shows how easy it is for a manufacturer operating in a market unfamiliar to him to meet with difficulties of an absolutely undreamt-of character. That he might have anticipated them is generally obvious after the event, it is true; but some of them are apt to be invisible when the market is first surveyed by reason of their very magnitude.

"From the time that effective distribution was obtained, in the manner I have related, the history of the 'Ingersoll' business in Great Britain has been one of steady and rapid progress.

Choice of Media

"Ingersoll's commenced advertising in popular publications of the *Answers*, *Tit-Bits*, and *Pearson's Weekly* class, and have in the main been faithful to roughly the same kind of media, if it is fair to include such periodicals as *John Bull*, *London Opinion*, *The Passing Show*, etc., as belonging to it.

"*The Strand*, *The Windsor*, *The London*, and a few other widely read magazines have also always formed

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AMERICAN ADVERTISERS

and what they say about

THE ERWOOD AGENCY

The series of letters which are being published month after month from American Firms, whose advertising appropriations represent no mean figure, praising the Erwood Agency, should interest all advertisers seeking High-Class, Result-Pulling, and Novel Advertising Service. The following is another of the series :—

THE CAZOLENE CHEMICAL COMPANY,
Sole Manufacturers of "Cazolene,"
BINGHAMPTON, N.Y., U.S.A,

W. L. ERWOOD, LTD., August 27th, 1917.
30 Fleet Street,
London, E.C., England.

Gentlemen,—At the close of the fifth year of pleasure and satisfaction, during which time you have placed the advertising for my firm, I feel that a few words are due you.

You have not only given me service which has built up my business, even through strenuous and trying periods, but you have refrained from forcing upon me service not particularly adapted to my line.

You have not simply acted as a space buyer, or as a brokerage house through which advertising passed, but you have endeavoured at all times to obtain for me the utmost for the money expended. In this, as in all other branches of the business, you have succeeded well.

From the copy that you have prepared to every little courteous act that you have extended, your work has been highly satisfactory and appreciated. I speak after much experience with advertising agencies in both England and America, and I therefore feel that I am a competent judge of real effective service on an agency's part.

As proprietor of the Face Cream, Velion, and kindred other preparations, I wish at this time to express my thanks and extend my good wishes.

I remain, Yours very truly,
(Signed) D. J. LITTLE, Proprietor.

The Erwood Agency is an old-established concern, with ramifications all over the world. If you want advice on British, Foreign or Colonial Advertising, consult Mr. V. J. Reveley, the Managing Director.

W. L. ERWOOD, LIMITED

International Advertising Specialists and Commerce Promoters

30, 31 & 32, FLEET STREET, LONDON, ENGLAND

Telephone: Holborn 1193. Telegrams and Cablegrams: "Banningad, Fleet, London."

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part of the select battery of advertising media. Such media as these provide, in our opinion, an admirable means of reaching every grade of the so-called "middle" classes as well as the whole of the well-to-do industrial workers; and it is to this great public that Ingersoll look for their 'results.'

Other classes of media of which good use was made were those represented by such publications as *The Christian Herald* and *The Sunday Companion* in the one group and by *The News of the World*, *Lloyd's Weekly*, and *The Weekly Dispatch* in the other.

"Daily newspapers we have not used to any great extent, with the exception of *The Daily Mail*, in which every now and then we occupy a full front page, chiefly by way of impressing our active advertising policy upon the minds of our retailers.

"Since the conclusion of the initial trial campaign in the Birmingham area Ingersoll have exclusively devoted their attention to media of a national character.

"Special position announcements on the railways, especially the London 'Underground' and the 'Tubes,' we have used freely; and I regard them as giving us very valuable and relatively inexpensive publicity."

AVOID EXCESSIVE CLEVERNESS.

"There has been nothing sensational in 'Ingersoll' advertising methods. I think the British public is rather repelled than attracted by any excess of 'cleverness' or visible ingenuity in advertising. We have been content to present our claims simply and straightforwardly, and, of course, persistently.

"Part of our success is undoubtedly owing to the care with which we have organised our office and workshops. In our office we use every up-to-date assistance to efficiency that has proved itself, and we train our staff to use them properly. We do not believe in the old office machinery; it wastes too much time. We find that it pays us, for instance, to give every one of the one hundred and twenty-five girls and women in our head office a Waterman pen. It makes their work easier, and saves us a very considerable total of hours that would otherwise be frittered away in the constantly recurring pauses for ink dipping that the use of the old-style pens involve.

"And the idea that prompts us to do this actuates us in every detail of interior management. We are not efficiency maniacs, but we do not believe in working with any but the best tools.

"This, however, is by the way.

EXPERT SALESMEN.

"A useful addition to our selling staff has lately been made in the form of a small corps of expert 'Ingersoll' salesmen, whom we loan to retailers for a few days at a time, so that they and their assistants may learn by demonstration how to turn over their stock of our goods most quickly and advantageously.

"The effect of these salesmen's visits has always been marked, and in some cases has been positively astonishing. More particularly have they been successful in showing retailers how to sell the higher-priced instead of the lower-priced varieties of the 'Ingersoll' watch.

"It may be worth while for me to say that I have never found the American origin of the 'Ingersoll' watch, or my own American nationality, the smallest handicap in doing business in Great Britain. Our company, I may note here in passing, is now so thoroughly British that I believe I am the only American element in it.

"I have heard occasionally of prejudice being shown against American traders operating in the British market; but if it ever existed, which I rather doubt, I am quite sure that there will not be a shadow of it in the future.

"The two countries have come very close together in this critical time; and have cemented a warm friendship that will unquestionably endure, and become the greatest motive force for good in human affairs."

A GREETING FROM "THE ADVERTISING WORLD," COLUMBUS, OHIO, U.S.A.:

"*Many wishes for the success of your publication, your country and* ***OUR*** *cause.*"—CARL CROSSLAND.

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IF you would sell your goods to the pick of the Sunday reading public you must advertise in the

Sunday Times

Price One Penny.

YOU cannot reach our readers in any other way. Ask your personal friends why they buy "The Sunday Times" in preference to any other Sunday paper and you will hear many excellent reasons why you should advertise in it regularly. The best features and the best advertisers are always found in our columns.

It is authoritative.
It is clean and honest.
It is ably written.
It is always interesting.

Its advertising rates are extremely moderate.
Try a series of insertions in the ———

Sunday Times

The Sunday paper that pays Advertisers.
The evidence for the asking.

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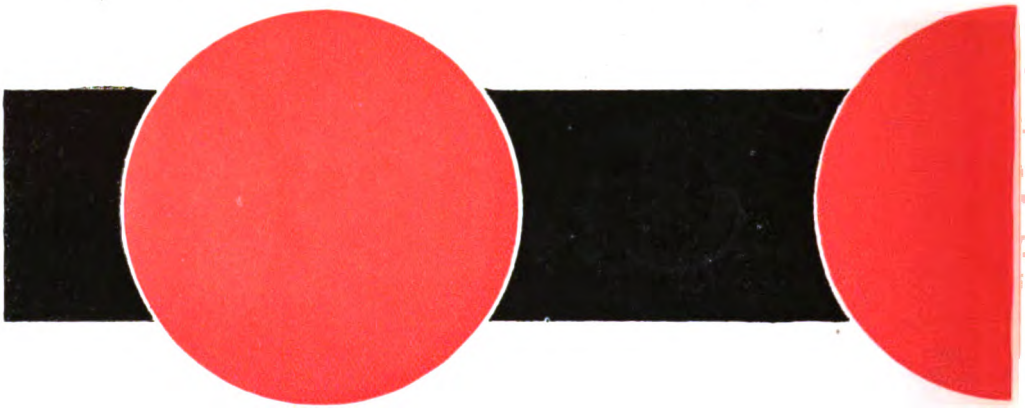
Go direct to the



MEN-MUNITIONS-MONEY

Night and day the "Busy Three" seethe with the activity of munition making.

Men and women are earning more than they ever earned before.

They are buying articles they have desired and needed most of their lives.

Somebody is selling them goods. Step in and get *your* share.

Employ the Big Three—the famous "triple alliance" of trade development.

THE SHEFFIELD INDEPENDENT
THE BIRMINGHAM GAZETTE
THE NORTHERN ECHO

No other media reach a larger wealth-producing class than the Big Three, and certainly no other rates are lower per 1,000 circulation.

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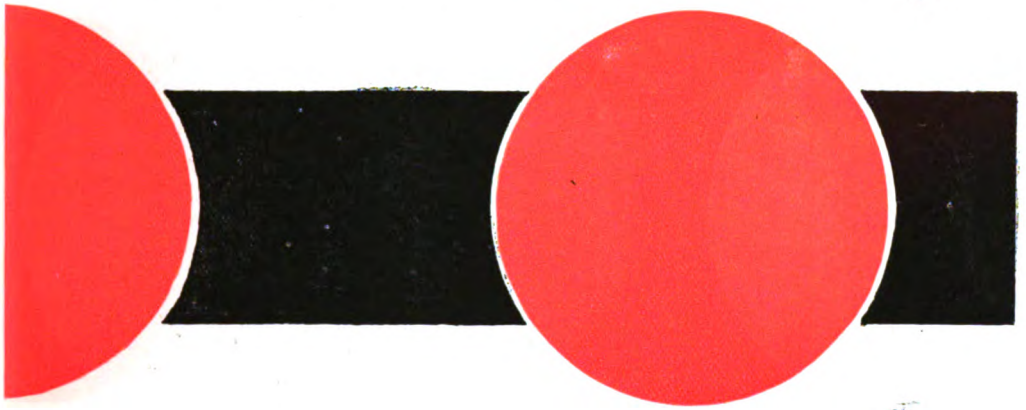
consumer by



The Big Three Route

Address your enquiry to:-
THE BIG THREE.
17 Bouverie Street,
London, E.C.4.

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A REMARKABLY SUCCESSFUL CAMPAIGN

How "O-Cedar Mop" was established in the British market.—A war-time achievement.

IN THE issue of THE ADVERTISING WORLD for July, 1916, was published the story of the campaign by which "O-Cedar Mop" made what has proved to be an outstandingly successful entrance into the British market.

The American manufacturers, as they would be the first to admit, undoubtedly owed their success to the British advisers whom they were fortunate enough to call to their assistance: though perhaps "fortunate" is not here the right word. They, the Channell Chemical Co., in the person of one of their chiefs came over here not only to take a near view of the market, but more particularly to find the right men to help them to operate in it. And having found the men they wanted they gave them full liberty to prove their abilities. Unlike some advertisers who shall be nameless they did not act as though they only employed expert assistance in order to have the pleasure of over-riding it.

The quickness and apparent ease with which they made a position for their product in Great Britain should not obscure the fact that the problems they had to solve in doing so were by no means so simple as might at first sight appear.

We need offer no apology for republishing a description of the manner in which these were dealt with; for in doing so we shall be placing before American advertisers who may be tempted to follow the example of the Channell Chemical Co. many suggestions likely to be of the utmost value to them.

The triumphant success that has attended the advertising of the "O-Cedar" mop and polish was only made possible by the fact that from the beginning the actual advertising was regarded as no more than a part of a carefully worked-out selling plan. It is as a complete scheme of salesmanship, not as purely and simply an advertising achievement, that the "O-Cedar" campaign must be considered.

When the Channell Chemical Co. decided to operate in the British market, they fully recognised that they must secure a fair amount of distribution for their goods before beginning to advertise them on any extensive scale.

In this conviction they were heartily supported by Mr. A. T. Long, now the managing director of the English company. They were fortunate in meeting a man so thoroughly qualified to handle their business at the outset of their British campaign, and wise in perceiving that they were fortunate.

From then until the present time Mr. Long has had in all essentials a perfectly free hand in dealing with what everyone would have called a most difficult problem, had it not been surmounted with such apparent ease.

"It was at first not only a question of selling the goods," Mr. Long told us, "but one of creating desire for them among people either prejudiced in their disfavour or utterly indifferent.

"We had to teach the general body of consumers that they stood in need of something which none of them had ever felt an inclination to possess, and to which many had a rooted, if vague, objection.

"The very word 'mop' was a serious handicap. As an item of domestic equipment, the mop was usually disliked and despised even by those who made use of it. We had not only to induce the housewife to look at the mop with much kindlier eyes than she had ever been accustomed to do; but also to persuade her that it would be worth her while to pay for an 'O-Cedar' mop a price that would have procured a whole battery of mops of less distinctive virtue.

"It seemed to us that the only way to do this was to give demonstrations that would prove the 'O-Cedar' mop

(Continued on page XIV.)

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A PULLER AMONG MAGAZINES

FALLACIES die hard. The longer a fallacy holds the more deeply it becomes rooted and the harder it is to eradicate.

There is one fallacy that experience proves to be utter in its fallaciousness.

It is generally held that papers primarily designed to interest children are poor in advertising returns. This may be true regarding some papers specially produced for children readers, but evidence is accumulating that in one case a magazine primarily intended for perusal by children exhibits far more than the average responsiveness to advertisements of products suitable for those who are no longer children.

An analysis of the reasons for this exceptional responsiveness is interesting and raises some highly instructive points.

The magazine in question is MY MAGAZINE. The name is comparatively new, but the magazine is not new. It was formerly known as the *Children's Magazine* and was the outcome of the *Children's Encyclopædia*, which is the classic among all great works produced for the instruction, edification and fascination of children and young people.

There are several points regarding MY MAGAZINE deserving of special notice. In the first place, although specially produced for children, it is read with avidity by grown ups. It is the source of inspiration for many teachers, and quite a number of clergymen use it for the ideas it gives them for their children's sermons.

In the days of peace, which seem so far behind us, MY MAGAZINE was sold at 7d., and it reached a higher grade audience than the ordinary 6d. illustrated monthly. Thus it claims to be a "class" medium, and results secured by its advertisers justify the claim.

Evidence of this is offered. One firm—Daniel Neal & Sons, Ltd., 126, Kensington High Street, London, W.—have carried a page in it for something like ten years, never missing an issue. It is the only magazine in which they advertise. They are known to be discriminating, cautious advertisers who look for specific returns, and their persistent and consistent use of the pages of this magazine constitute the best possible certificate for the pulling power of the periodical.

MY MAGAZINE is used extensively for charities, although it is no part of the policy of the magazine to solicit charity advertising. But charities such as Dr. Barnardo's Homes, Sir William Treloar's Cripple Fund, and other deserving causes, use it month after month with excellent results. Thus MY MAGAZINE is evidently of the class to which *Truth*, *Punch* and the *Nation* belong. Its audience belongs to the well-to-do, generous-hearted and open-handed section of the community, and these have a spending power and a willingness to spend far beyond the average.

Of recent months MY MAGAZINE has shown a marked increase in the number of pages devoted to advertising. The December number will carry just over twenty pages of advertising, which is nearly double the amount carried exactly a year ago, and is a record for any ordinary issue. This is due to the fact that the advertisement manager is giving it special attention, and is submitting to advertisers schemes of "copy" and lay out that strike the note of the editorial pages and carry into the advertising columns a strong magazine interest that compels attention.

Any advertiser interested in this result-getter is invited to communicate with Mr. W. B. Robertson, The Fleetway House, Farringdon Street, London, E.C.4, and he will willingly submit suggestions whereby the particular product desired to be advertised can be treated so as to compel the interest of MY MAGAZINE readers, and draw the maximum of results.—(ADVT.)

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to be something that no house-proud woman could afford to be without.

"Before we could do so we had to convert retailers to our way of thinking, since such demonstrations as we had in mind could only be given in their establishments.

"As you may imagine, we had considerable difficulty at first in getting retailers to see eye to eye with us. If we eventually succeeded—as we did—it was because our proposition was sound from the retailers', as well as the purchasers', point of view. Our arrangements allow retailers something a good deal more than a minimum working profit, and we made a point of proving to them that our articles were readily saleable if offered in the right way, as I shall explain later.

"In addition, we have assisted retailers by widespread Press advertising, and by a generous supply of window-display material, etc., while we have protected them to the full extent of our power against price-cutting. Any retailer handling our goods—and I may mention that we have no special agents—gives an undertaking that they shall not be offered for sale under a fixed minimum price. We do all that we can to prevent those who do not abide by this understanding obtaining supplies. There have, we are glad to say, not been many offenders.

"It has not seemed possible for us to make any special arrangement with the co-operative stores, to offset the advantage they secure by distributing profit dividends. Their position is peculiar. If their competition is unfair, then it seems to me that it is for the traders affected to bring pressure upon the Government to regulate it. I do not see what else can be done. For our own part we accept the business of our co-operative customers on the usual terms; but we do not encourage it.

"And now," continued Mr. Long, "I had better get back to the main line of my story.

"We made it our first business to interest the great retail stores. They not only represented huge potentialities of business concentrated at a few quickly get-at-able points, but those

THE GRAPHIC

Thirty or forty years ago "The Graphic" won the position it has ever since retained as first among British pictorial publications in the excellent quality of its illustrations.

The pre-eminence it thus gained by the ability of its brilliant artists has only been rendered more secure now that to their efforts it adds those of the most expert news-photographers of the day.

Its appeal to all who can appreciate "quality" in news-illustration is irresistible.

It is taken regularly by an extensive circle, the more cultured and therefore in general the more well-to-do classes.

Are these the kind of people you wish to reach?

RATE £70 PER PAGE

GEORGE SPARKES
Director of Advertising
Tallis House, Tallis St., London, E.C.4

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SOMETHING TO GO BY

THE MOTOR-BUS ROUTES COVER 455 MILES OF THE BUSIEST ROADS IN AND AROUND LONDON

THE MOTOR-BUSES WORK IN 2 CITIES, 39 COUNTY AND MUNICIPAL BOROUGHS, 49 URBAN DISTRICTS AND 12 RURAL DISTRICTS WITHIN THE 5 COUNTIES of GREATER LONDON AND SERVE ABOUT 8 MILLION PEOPLE

THE FINEST SERVICE
FOR PASSENGERS
FOR ADVERTISING

FOR RATES AND PARTICULARS
APPLY TO THE ADVERTISEMENT MANAGER
THE LONDON GENERAL OMNIBUS COMPANY LIMITED
ELECTRIC RAILWAY HOUSE, BROADWAY, WESTMINSTER, S.W.

Digitized by Google

who conduct them are naturally more accessible to new ideas than the small shopkeeper,

"In due course—you can imagine we lost no time about it—we managed to induce most of the big stores, both in London and the provinces, to give us house room for our demonstrations, and to stock our goods.

"I always endeavoured—and in many cases succeeded, though not without some expenditure of diplomacy and patience—to obtain permission to hold our demonstration in one of the drapery or dress departments, and not in the hardware department, to which our 'line' of course, belongs.

"I figured it that most women only go into the hardware department two or three times a year, while they are to be found in one or other of the drapery or dress departments every week, or thereabouts.

"The jealousies of departmental managers were sometimes a little difficult to overcome before I got what I wanted; but it was well worth trying for.

"These demonstrations were an immediate and great success. They not only secured at once a brisk sale for our goods, but they opened the eyes of store managers to their possibilities as a 'line' that would pay for pushing.

"After we had secured the support of the leading stores, we devoted our attention to smaller retailers. A staff of demonstrators was trained, and we sent them round to every retailer of any standing at all willing to afford them accommodation. In the case of a small shop the demonstration lasted only a few days, while a larger one might justify a visit of a week or two.

"These demonstrations interested and informed the public, and sold large quantities of our goods; but that was not their chief purpose. They were mainly designed to prove to the retailer that the goods would command a ready sale, and to educate him and his assistants in the best manner of showing, recommending, and selling them.

"In pursuance of our policy of advertising by demonstration on all possible occasions, we have taken stands at every suitable exhibition throughout the country; and are exceedingly satisfied with the results secured thereby.

"Our Press advertising started in a very modest way, soon after we had arranged our earlier demonstrations. It was for some little time confined to the better class illustrated weeklies appealing to women. From this advertising we unquestionably secured a good return, notably from *Country Life* and *The Queen*; and we still continue to use most of the weeklies in which we made our advertising bow to the British public.

"As our distribution system became more complete, so did our advertising develop. We began to use the daily newspapers, both in London and the provinces, and by now there is scarcely an important journal in the country that has not carried some of our announcements.

"I may say here that we are convinced believers in the efficacy of van advertising. We make extensive use of it both in London and elsewhere. In our experience it is particularly useful in stimulating the interest of the retailer in the advertisers' goods. It provides him with an ever-recurrent reminder of them, and an equally constant proof that the advertiser is keeping them well in the eyes of possible purchasers.

"The response of retailers has also been notable in the case of the many spaces that we have occupied on the front page of *The Daily Mail*. The retailer seems to look upon an announcement on that important page as proof positive that the advertiser is alive, go-ahead, and on a winning mount.

"It is curious to note, by the way, that we have never occupied a whole front page of *The Daily Mail*—which I suppose may be looked upon as the recognised super-Dreadnought of British Press advertising. On several occasions we have completed arrangements to do so, but something has always happened to interfere with our intention.

"The copy we have used in our Press advertising has been of a straightforward, explanatory and descriptive character. Our copy-writers have been fertile in suggesting the various

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JOHN HADDON & CO.

INTERNATIONAL ADVERTISING

Established in the City of London 1814

SALISBURY SQUARE, LONDON, E.C.4

And at *CAPETOWN, SYDNEY, BUENOS AIRES*

THE LINK
of good
SERVICE
for American
or British
MANUFACTURER

¶ We invite correspondence from manufacturers who seek to take advantage of the present opportunities for Trade Expansion all over the World.

¶ Our organisation and practical experience of marketing and advertising branded products is of the most practical character, and is at the disposal of our clients.

¶ We can refer to many of the largest American and British manufacturers for whom we acted for a great number of years—and the list is steadily increasing.

¶ Consultation and service in either London or Chicago is equally at the disposal of the manufacturer who seeks it.

J. ROLAND KAY CO.

INTERNATIONAL ADVERTISING

CONWAY BUILDING, CHICAGO, U.S.A.

Directors:
J. ROLAND KAY
WALTER HADDON
H. EVAN SMITH

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manners in which our specialities may be used most effectively, and the special occasions on which their convenience can make itself more than ordinarily manifest; but we have not attempted any of the eclectic cleverNesses that some modern advertisers delight to indulge in.

"In all our advertising the figure of the 'O-Cedar' girl is dominant. While retaining the fundamental characteristics of the figure, however, we treat it in all sorts of ways to suit the purpose of the moment, as you will have observed.

"We have used simple, but, I think, effective streamers outside the 'buses, and cards inside them; and we are represented in the Underground by panel cards, and also by cards occupying special positions at the ends of the carriages.

"The success of our campaign is perhaps the more interesting, in that it has been carried out for the most part during war time, and that we have several times been seriously hampered by a difficulty in obtaining supplies.

"An absolutely square offer to return the purchase price of the 'O-Cedar' mop to anyone not entirely satisfied with it has been made by us ever since we set to work here. It would seem, however, that our goods generally give satisfaction; for while we sold last year over half a million 'O-Cedar' mops, we only received direct three applications for the return of money from individuals who were not pleased—you can work out the percentage if you like. A few more may have come to our dealers in different parts of the country.

"So there, in very brief outline, is the story of our British campaign; but you will not properly understand it without bearing always in mind that the sale of the 'O-Cedar' mop is only a necessary preliminary to the sale of the 'O-Cedar' polish. For one mop the housewife will need many tins of polish.

"The 'O-Cedar' mop itself is therefore to be regarded not so much as 'the goods,' but as the most important item in our plan of advertising and salesmanship."

THE BRITISH MARKET CANNOT BE COMPLETELY WORKED WITHOUT POSTERS

The oldest house in the trade, pioneers of every improvement in the business for the last 75 years, the first house to pay for space instead of stealing it, will gladly advise advertisers.

DETAILED COSTS, town by town, and all practical information for Advertisers will be found in Mr. Cyril Sheldon's great book

BILLPOSTING

PRICE 11s. POST FREE

The only manual in existence.

Sheldons Ltd

85-87 COOKRIDGE ST., LEEDS

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WHAT WOULD YOU GIVE

to be put into possession of the list of members of the Royal Automobile Club ?.

Exactly !———

You know the value of such a magnificent mailing list : and you are not the only man who has seen the limitless opportunities of such a gold-mine of prospective purchasers and "goodwill" values !

Nevertheless———

It cannot be done : neither you nor any other person, can, or will, have access to that list !

But———

"THE CAR ILLUSTRATED"

carries the notes and news of the Royal Automobile Club every week, and circulates amongst the constituency of wealthy folk who form the membership of the Royal Automobile & Officers' Overseas Clubs. It is only through the advt. pages of *The Car* that you can reach this influential class.

Is this not what you want ?

The Car Illustrated has an inflexible advt. rate, details of which will gladly be given in response to a letter, message, or 'phone call.

"THE CAR ILLUSTRATED"

REGENT HOUSE, KINGSWAY

LONDON

TELEPHONE : 1068 REGENT

ED. J. BURROW, Managing Director.

EDWARD J. BURROW.

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MARKET POINTERS

Living Over the Shop.

THE VASTNESS of London, political, social and commercial, so overshadows the rest of Great Britain, when it is viewed from a distance, that advertisers who are not natives are often inclined to overlook the importance of provincial centres. More particularly is this the case when the advertising of luxuries is in question. It is assumed that the captains of British industry, wheresoever they may make their money, come to London to spend it. What is overlooked is the fact that the majority of these big business men live in fairly close proximity to "the works"; that, in short, the old-time habit of living over the shop still prevails to a much greater extent than is generally supposed. In the near neighbourhood of every manufacturing centre in this country, with its crowded mills and shops and clustered tenements, will be found a residential area inhabited by "quality prospects" of the very highest calibre. The wealth that is contained in these provincial sub-town residences and the constant radiation of wealth proceeding from them far exceeds anything that the uninformed outsider could possibly imagine. In cultivating London, as he is bound to do, the advertiser must on no account neglect the provincial cities and towns which gather, and which spend, so large a proportion of the national income. And he must not suppose that he can address these constituencies effectively without making use of local media.

In Reply to "Primus."

THERE ARE some advertisers who appear to think it pays them to "muzzle the ox that treadeth out the corn": that is, to force the retailer to handle their goods for something less than the profit that will yield him an economically reasonable return. In our judgment their policy is as unsound in practice as it is immoral in idea. They really propose to use the power of advertising to enslave the retailer, arguing that if they contrive to create a sufficiently insistent demand the retailer must satisfy it, however little he may profit by the transaction. The argument is, perhaps, superficially reasonable, though it is obvious that its general adoption as a working formula by advertisers of branded goods would lead to the extinction of the retailers upon whom they must rely for effective distribution. But, as a matter of fact, the retailer's hands cannot usually be forced to nearly so great an extent as the would-be dominant advertiser supposes. It is the way of wisdom for the advertiser to cultivate his goodwill by fair, and even generous, dealing, not to mention the ethics of the case.

N.B.

WE particularly direct the attention of our American readers to the service that can be rendered them by THE ADVERTISING WORLD *Information Bureau.*

They may be assured that whatever advice or information it offers is given by an absolutely independent authority, and is not influenced by a regard for any interest other than that of the enquirer.

Everything the advertiser requires to know about the British market and the most practically useful methods of operating in it we are in a position to supply to responsible applicants.

The A. W. Information Bureau,
Sardinia House, Kingsway, W.C.2.

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HARVARD COLLEGE

The ADVERTISING WORLD

NOV. 1917 PRICE 1/-

Booking now for 1918

PUNCH'S engagement book for 1918 gives particulars of a limited number of spaces and has just room for him to put an advertiser's name against each. When that's done—"PUNCH" is done. Keen business men will make early application for their 1918 space.

Just as "PUNCH'S" readers are content only with the best in literature and art so they look for the best commercially. And, happily, they have the means to gratify their tastes. No other journal is so well received by the "people that matter" to advertisers of high-class goods and service.

But if you wish "PUNCH" to introduce your goods to his 1918 friends you must let him know without delay.

The Net Sale each week of "PUNCH" at Sixpence per copy is One Hundred Thousand—always more, never less.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E.C.4

Unique service in the North and East Lancashire field is afforded by the "Northern Daily Telegraph" by reason of its net sale being unequalled by the combined net sales of all other daily or weekly newspapers within the area.

And North and East Lancashire holds a thickly populated industrial community, whose wage-earning capacity is not exceeded by the workers of any other part of the kingdom.

Head Office
BLACKBURN
London Office
85 FLEET STREET

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In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office

SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.

PRESS ETCHING CO., LTD.

12 WINE OFFICE COURT,
FLEET ST., LONDON, E.C.

Telephones: Holborn 2907-8.

Telegrams: "Collotype, London."

Blocks

DESIGNS & DRAWINGS

for Catalogues Booklets Souvenirs Book-Illustration Box-Tops Labels Cartons Covers Letter-Heads

GARRATT & ATKINSON

Artists & Blockmakers

Warwick Works EALING London W.5

In a 260-page Vest-Pocket Book

little longer than this advertisement, is contained lists of American publications, with rates and circulations, Bill-posting and Street Car rates, Populations by Occupation, Age and Religion, Family Incomes and Expenditure, Motor Cars by States, Number of Dealers by Trades, Trade Marks, Copyright, Wealth Production and Distribution in the U.S.A., Maps, Types, Imports, Exports,

MAHIN'S Advertising Data Book

is invaluable to the British Manufacturer contemplating the American Market and to the Student of Advertising.

Sent post free within the British Empire for 9/- by "The Advertising World." LONDON, England.

WASTE PAPER PULPED

'Phone: 8315 City.

William Soanes

72 & 73 Temple Chambers
TEMPLE AVENUE, E.C.4

PERSONAL ATTENTION

Guaranteed Milled WASTE PAPER

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The A.W. Professional Bureau

The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters :
The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone : HOLBORN 2269

These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.

SITUATIONS WANTED.

Advertisement Manager. (B. 37)
Ten years with a large London store ; five years advertising expert with well-known agency. Over military age. £250–£300. Can commence new duties at once.

Advertisement Canvasser. (B. 38)
Thoroughly experienced. Good connection, free now. Part salary and commission on results. Over military age.

Advertisement and Sales Manager (B. 35)
Has had full control of large advertising appropriation over a period of nine years. Greatly experienced in dealing with selling staffs and outdoor representatives. Competent organiser. Fully qualified to take control of entire office staff. Age 30. Married. £400.

Copywriter (B. 34)
Thoroughly experienced copy and layout man is open to accept responsible position in Midlands, Birmingham preferred.

Part Time Copywriter. (B. 41)
Experienced advertising man requires work. Capable of turning out good forceful copy at short notice.

Advertisement Manager. (B. 42)
Thoroughly competent, seeks position where there is scope for aggressive work. Practical knowledge of every detail of printing and convincing copy-writing. Good organiser and controller of staff. Valuable connection among large advertisers. Aged 49. Twenty years' experience with largest daily newspapers in America and England.

SITUATIONS VACANT.

ADVERTISING.
Lady required in the Advertising Department of a large firm of London manufacturers. One with some experience in copywriting preferred. Write stating age, experience and salary required, A., Box 466, Smith's Advertising Agency, 100 Fleet Street, E.C. 4.

Box **"Agency Artist."**
A Large Agency require the services of a competent Artist and Letter Man.

Box **"Photo."**
Copywriter and Assistant Advertisement Manager required in London office of national advertising manufacturing firm. A knowledge of photography required.

Box **"Cinema."**
Advertising Manager, who must be capable copywriter, required by an important cinema firm.

Box **"Textile."**
Assistant Advertising Manager (Lady) required for a leading provincial wholesale drapery house.

Box **"Copy Clerk."**
Junior Copywriter wanted in a London agency office.

Professional Bureau, THE ADVERTISING WORLD, Sardinia House, Kingsway, W.C. 2.

Wanted to Purchase for Cash
a well-established Agricultural Paper. Apply in first instance to Information Bureau, THE ADVERTISING WORLD, Sardinia House, Kingsway, W.C. 2.

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WE'RE HERE—India.

YOU'RE THERE

India's vast imports should interest you. We are on the spot, and we know there is room for expansion for YOU here. Utilise our services and write to us for a plan of campaign. Advertising literature prepared in all Indian languages.

Alliance Advertising Assn.
LIMITED.
INDIAN ADVERTISING SPECIALISTS
CAWNPORE—INDIA.

XMAS ADVERTISING.

Special Copy, Designs, Sales-plans, Ideas for Special Window Displays, etc., etc. Practical Advertising Man is prepared to help Advertisers or Advertising Agents in the preparation of above. Fresh sane ideas at reasonable prices.

Write in confidence to SALESMAKER, c/o THE ADVERTISING WORLD, Sardinia House, Kingsway.

Indian & Colonial Advertising
Expert Advice from Personal knowledge of Markets and 60 years' experience.
WRITE FOR PARTICULARS.
D. J. KEYMER & CO.
9 WHITEFRIARS STREET, LONDON.
Telephone No.: 5310 Holborn.
ADVERTISING COUNSEL

BADGES

SATIN FLAGS : SOUVENIRS

Designs and Estimates submitted free for any kind of Metal or Enamelled Badges, Silver and Gold Medals, Souvenirs, etc., etc.

OUR DESIGNS & VALUE ALWAYS THE BEST

AN ARTISTIC BADGE CAN BE USED AS THE "BACKBONE" OF AN ADVERTISING SCHEME

THOMAS FATTORINI
Badge Manufacturer, **BOLTON**
ALSO AT BIRMINGHAM, LONDON AND SKIPTON

Just in time for Xmas

We can supply souvenirs of the kind your customers will use and keep—the kind you will be glad to carry your name.

You may have difficulty in obtaining further supplies of your coloured showcards and printed matter. Let us tell you how you can make your stock go further and prove more effective.

Address your letter to Stanley V. Machin Manager

THE PERMO COMPANY
London Road, Beddington Corner, Mitcham, Surrey

Telephone - - - Mitcham 832

Monthly 6d. 600 pages

THE LONDON TIME-TABLE AND RED RAIL GUIDE (ABC)

FITS THE POCKET IN SIZE AND PRICE

Monthly 6d. 600 pages

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

Special Features:—Steamship Guide, Buyers' Guide, 'Bus and Tram Services, Entertainment Guide, London Stores, Hotels, Golf Clubs, Racing Fixtures, etc.

General Offices: Hampden House, 3 Kingsway, London, W.C.

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The A.W. Information Bureau

This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.

Note These Two Simple Rules.

(1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).

(2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

SOME OF THE ENQUIRIES ANSWERED THIS MONTH.

FROM A WELL-KNOWN STUDIO.
An enquiry for the names of manufacturers of woven labels for one of their clients.

FROM A PUBLISHING HOUSE.
Can you give us the names of one or two firms who would undertake the folding, inserting and posting of circulars for us ?

FROM A SUBSCRIBER.
I have patented a novel clothes peg, which can be used for advertising purposes. Can you recommend anyone who would be likely to take up the idea and finance it for me ?

FROM AN ADVERTISING FIRM.
Can you give us the names of papers which specially cover people running large factories —namely, those concerned in the actual management of same?

FROM AN ADVERTISER.
Are there any books issued on the subject of Trade Paper Advertising, or has the matter been dealt with by anyone in a comprehensive manner ?

PAPER RESTRICTIONS CONSOLIDATED ORDER, 1917.
We have received innumerable enquiries on this recent Order, the replies to which are comprehensively dealt with in an article which Mr. Arthur Bockett has been good enough to write for us, and is published in this issue.

The BEST EVENING PAPER in LONDON

is the Evening Standard. It has no equal for reaching well-to-do people in London and the home counties. It can give you here the right publicity with no waste and no over-lapping.

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GOOD GOODS
will always sell
in a
GOOD MARKET
when advertised in a
GOOD MEDIUM

Brighouse and District
is a
GOOD MARKET

THE
BRIGHOUSE ECHO
is a
GOOD ADVERTISING MEDIUM

X

There are, of course, many ways of Advertising in Ireland, but the most direct and effective method is through the columns of

THE FAMOUS FREEMAN'S JOURNAL

Born 1763 and still going strong — without any apologies whatsoever

Apply for terms to :
LONDON OFFICE,
118 FLEET STREET, E.C.
or to
W. E. MAGILL,
Advertisement Manager,
FREEMAN'S JOURNAL, Ltd.,
27 WESTMORELAND ST.,
DUBLIN.

Sign on Now !

ARE YOU GOING TO BE IN THE ADVANCE guard of after-the-war British activity?
If so, sign on now—with an "Oldham" sign—and let everybody know that you are alive and alert.
Your sign should be as distinctive as your signature, and as full of character. We can make it so for you: for we have learnt how to do so by years of practical experience.
Ask us for a suggestion—it will cost you nothing and may help you much.

J. OLDHAM
With which is Incorporated
GAWTHORP'S Ltd
SIGN
ADVERTISING
SPECIALIST
Foot of York Rd.
LEEDS

SIGNS TO COVER ALL YOUR NEEDS
MADE AND FIXED BY OLDHAM, LEEDS

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The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

NOVEMBER, 1917

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"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. to places in British Possessions and 12s. to foreign countries; single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

ADVERTISEMENT RATES can be obtained upon application to the Manager. FORMES CLOSE FOR PRESS on the 30th of each month.

SARDINIA HOUSE, KINGSWAY, LONDON, W.C.

Registered Tel. Address: ADVERWARLD, HOLB. LONDON. 'PHONE: 2269 HOLBORN. Cables: ADVERWARLD, LONDON

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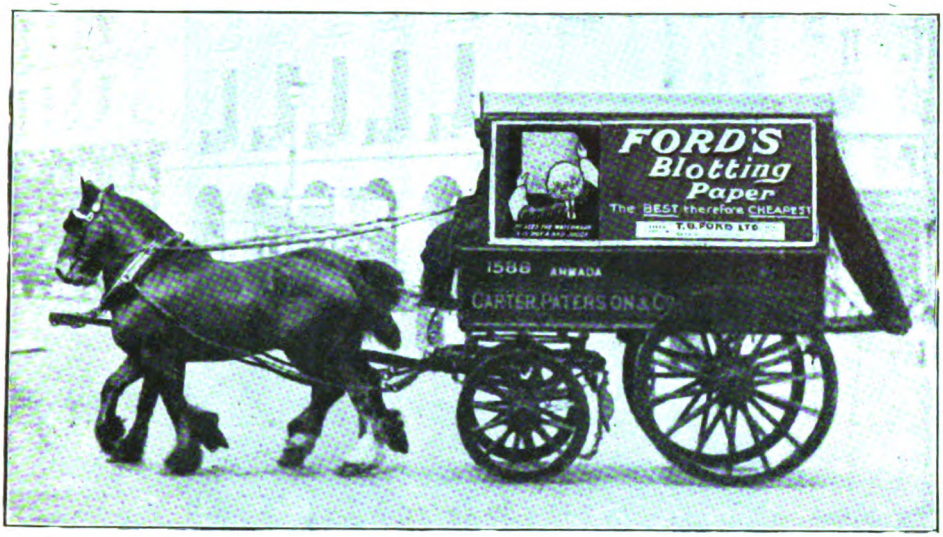

"TOO LATE!"

IT is now too late to book spaces for 1917, but you are still in time to secure valuable publicity on the vans of leading carriers for January 1918 and onwards. These will soon be booked up, so do not defer your enquiry.

Write To-day.

J. WEINER'S

"VAN-AD" POSTER SERVICE

32, Shaftesbury Avenue, London, W.1.

Sole Agent for advertising on London and Suburban Carter Paterson's, Pickford's, and other leading Vans.

Telephone : Gerrard 1128, 1129, 1130.

Telegrams : "Lithoprint, Piccy, London."

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Charles Frederick Higham

Professional Advertiser.

AUTHOR

of

"Scientific Distribution."

"Mr. Higham has raised the Art of Advertising to the dignity of a Science"
LONDON DAILY NEWS.

Consultation by Appointment. Fees by Arrangement

ADDRESS

IMPERIAL HOUSE, KINGSWAY, LONDON, W.C. 2

Telephone: 5309 Regent, 3 Lines
Telegrams or Cablegrams: "HIGHAMADS," London.

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MR. CHARLES GLENNY.

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HARVARD COLLEGE
DEC 24 1917
LIBRARY

VOL. XXXII. NO. 5 NOVEMBER, 1917

The ADVERTISING WORLD

EDITED BY SIDNEY ALLNUTT

PRINCIPAL CONTENTS

The Paper Restriction Order—The Eloquence of Lettering — Advertising for the Sinews of War—A New Element in Advertising—Club Reports

THE ONLY INDEPENDENT ADVERTISING TRADE PAPER PUBLISHED IN GREAT BRITAIN

NO PRINTER, ADVERTISING AGENT, NEWSPAPER OR ENGRAVER HAS THE SMALLEST INTEREST IN ITS PROPRIETARY OR ANY VOICE IN ITS CONTROL

THE DISPENSATION OF "DORA"

IF nothing else had led to the discovery that "Dora" is feminine, her irresponsible impulses, inconsistencies and vagaries might have done so.

She has an apparently incurable habit of issuing Orders, Regulations, Restrictions and the like in sudden gusts of energy only to find that they are so unworkable and mischievous as to need immediate modification, and often stultification, by amendments and licences.

She delegates her authority to numberless Commissions and Committees which are not in the least bound by their own rules and ordinances, but conduct their affairs, and incidentally interfere with the affairs of British business, with the gay insouciance and disregard of consequences that distinguish the administration of the Eastern cadi.

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This is, perhaps, an inevitable accompaniment of our national habit of "muddling through," but it is very expensive, and in these days may easily prove to be a disastrous method of mismanaging the commercial business of the country.

That action more or less in restraint of trade must often be taken swiftly and suddenly in existing circumstances may freely be admitted; but it is permissible to ask whether anything is gained by precipitate movements in wrong directions.

Delays may be dangerous, but blind leaps into the unknown may be catastrophic.

Surely it is not too much to ask that before our multitudinous Commissions, Committees and Boards interfere in the internal affairs of commerce they shall take counsel with those most vitally concerned. A vast amount of disorganisation, exasperation and waste of energy and money would thereby be avoided. And Commissioners would not so often have to make an indigestible meal of their own Orders.

There is nowhere a disposition among manufacturers and traders to do less than their utmost in conforming to all the necessary limitations which war-time conditions necessarily impose upon them.

What they object to is an unintelligent interference with their activities that serves no useful end; ill-considered regulations and instructions that have constantly to be reshaped; and a discrimination as between one interest and another that, however innocent it may be in intention, is in effect frequently exceedingly unfair.

We do not expect to be exactly comfortable under the dispensation of "Dora," but it might easily be made more endurable and less mischievous than it has proved to be.

THE BANNING OF CIRCULARS

THE outstanding feature of the Paper Restriction Consolidation Order dated 22nd October, 1917, was its total prohibition, with some negligible exceptions, of all circular distribution after January 31st, 1918.

This is a very drastic prohibition, more especially as it specifically refers to circulars "printed *or written*" and thus covers, whether intentionally or not, all form-letters and in fact all business communications of a general character. It will impose a most grave disability upon manufacturers and traders and only the most urgent necessity can in any way justify it.

That any such necessity exists is difficult to believe in view of the vast bulk of paper that day by day and week by week is consumed by Press publications. To prohibit form-letters and trade-circulars while effecting no further paper-saving in connection with the Press is for the Board of Trade to strain at a gnat while swallowing a camel.

While we should be the last to suggest that the Press should be laid under any further restrictions that are by any means avoidable,

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we are not surprised that those advertisers who will find it very difficult to keep things going without the assistance of a certain amount of circular distribution feel that they have been hardly dealt with.

They may be pardoned if they imagine that the Press has been privileged because it is able to exert a powerful and organised influence on the Government, and if they bitterly resent a preference so detrimental to themselves.

The remedy is plainly for advertisers to organise for the defence of their interests as advertisers in a manner that they have never done hitherto. If they could speak with a united voice they would represent such a power in the State as no Government, however autocratic, could afford to ignore. While they are, as now, represented only by a few voices crying in the wilderness they will continue to be ignored and over-ridden.

We are aware that efforts are being made by a small band of energetic workers to secure a modification of the new order relating to circulars, and are hopeful that they will have some measure of success; but they are not being backed as they ought to be if any adequate relief to a very hard-pressed body of advertisers is to be secured.

A REMINDER OF THE NATIONAL SERVICE CAMPAIGN

THE Select Committee on National Expenditure in its first report, expresses the opinion that the results obtained from the National Service publicity campaign "were not commensurate with the preparations made and the heavy preliminary outlay of money."

Everyone will agree with them; but this can not at all be laid at the doors of the advertising men concerned or upon the material they issued.

They did their best—and a good best, too—with a proposition that was hopeless from the first. The National Service Department did not know what it wanted nor how on earth it was going to deal with whatever it might get. None the less it insisted on advertising.

In the circumstances the advertising men whose services were requisitioned did the only thing possible. They issued a series of "general publicity" announcements that were only ineffective because no direct appeal to back them up was forthcoming.

The vital necessity for such a direct appeal if any "results commensurate" were to be obtained was urged upon the Department again and again, by its advertising advisers; but it was the unfortunate situation of the Department that it could do no more than beg all and sundry to sign themselves into practically unconditional bondage.

Even to such a request as this, diplomatic advertising secured a not inconsiderable response; but in the main it could not make up for radical defects and shortcomings in a scheme, or a muddle, for which it was in no way responsible.

The best of advertising is wasted upon an unsound commodity.

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THE 1918 FAIR

HE 1918 British Industries Fair will open on the last Monday in February and remain open for a fortnight. It will be housed in a building close to the Tower of London where, we are informed, the restriction of space and other inconveniences which hampered exhibitors at South Kensington will no longer exist.

The scope of the Fair will be confined to earthenware and china, glass, fancy goods, paper, stationery and printing, toys and games. These are all trades in which before the war Germany and Austria held a strong position.

It may be taken that the Fair will be well supported by manufacturers and merchants, who, indeed, apart from any question of individual profit, rightly regard participation in it as a patriotic duty.

We should like to know whether exhibitors will be allowed to inform customers and prospective customers by means of "printed or written" circulars of their representation in the Fair, or whether they will be expected to make a personal call on those whom they desire to interest.

If they are to be permitted to send out circulars for this purpose it will become pertinent to enquire why they should be specially favoured.

If such facilities be not conceded to them it will be equally pertinent to ask why the Board of Trade expects traders to favour a form of advertising of which they are not allowed to take fair advantage.

"LUXURY" ADVERTISING

IR AUCKLAND GEDDES can hardly have taken much thought before he inveighed the other day against the advertising of certain luxuries.

It may be inadvisable at the present juncture that a variety of "luxury" commodities should be manufactured in or imported into this country; but while their introduction into the market is permitted it is idle to protest against their being offered for sale. And since they can be offered for sale more economically by what has come to be specifically termed "advertising" than in any other way, it is rather ridiculous to speak as if advertising were the cause of offence.

"Luxuries which were already made when the war started," said Lord Northcliffe to an interviewer from our New York contemporary, *Printer's Ink*, "are better sold than lying in the shops"—and we venture to assume that his Lordship would include luxuries which have been allowed to come into the market since.

"Keeping money in a state of active circulation," he added, "is desirable, even though we also want everyone who can do so to invest all he can spare in the Government loans."

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If the powers that be come to the conclusion that it is in the national interest for this luxury or that to be cut off they have ample powers to deal with it. They should go to the source of supply and put a stopper on it. By the time that an article is in the market and ready for sale nothing is gained by leaving it on the maker's, importer's, or retailer's hands.

We do not contend that the continued advertising of some high-priced luxuries does not give reasonable offence to "war-savers," and we should not at all care to hold a brief for the class of consumers that makes such advertising profitable.

But advertising so far from causing whatever may be in fault is, by reason of its comparatively low cost as a selling agency, a mitigation of the evil.

The continued advertising of luxuries is possibly a symptom that all is not as it should be with the body politic; but one does not blame the flush for causing the fever.

In view of the national service rendered by advertising during the war it is surely entitled to more consideration than it receives from the majority of our public men. At least they might be less ready to attack it without information and reflection.

AN AMBITIOUS SCHEME

THE Publicity Section of the War Memorial Museum bids fair to assume imposing proportions.

As we understood, the original intention was to confine the advertising department of it to Government announcements, "War Charity" appeals, and other publicity closely and obviously related to the conduct of the war. It has now been re-planned so as to present a comprehensive picture of national conditions in every sphere of public and private activity during war time.

There can be no doubt that a more intimate and veracious reflection of the ever-changing effects of war time upon the life of the people could be given by such a collection of advertising matter than by any other means. Advertisements provide first-hand material for historical and social students; whereas "news" and other editorial matter is apt to be so filtered and coloured that its value as evidence is much impaired.

The value of such a collection as it is proposed to get together could, indeed, not easily be overestimated. Whether it fulfils its promise will, however, strictly depend upon its completeness and its arrangement.

It cannot pretend to be complete unless it includes such a mass of material as will make it practically inaccessible to all but the most leisured and earnest of students unless it be arranged with skill and understanding.

Of museums that are mere charnel-houses for the *disjecta membra* of the past there are more than enough; and we should be particu-

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larly sorry to see the War Memorial Museum, in any one of its many sections, added to them.

Advertisers and advertising men will be ready enough to provide the material for a really adequate representation of war-time advertising; we trust that those to whom it is entrusted will know how to make the best use of their opportunities.

They will only do so if they work out a definite plan upon a sufficiently generous scale as soon as possible so that they may know precisely what they want and be in a position to ask for it; and if they realize that a mere magpie collection of unassorted items will not repay the labour and cost of its getting together.

Fortunately we have reason to believe that the organisation of this most interesting collection is in good hands; and that neither enthusiasm nor intelligence will be wanting to make it all that we should like it to be.

That being so, we once again call upon all advertisers and advertising men to do everything in their power to make the Publicity Section of the War Memorial Museum really representative. They may rest assured that their contributions will be gratefully received and that any suggestions they may care to offer will receive the most courteous attention.

THE WAR RECORD OF THE PRESS

WHEN the history of Britain during the great war comes to be recorded, I hope some historian will do justice to the attitude of the Press.

It should first be pointed out that though the Press was constantly in possession of secrets that must have tested its self-control to the utmost, not even the least reputable of journals attempted to score a "scoop" in despite of National interests.

How rigid a restraint keen journalists must have imposed upon themselves to make it possible for such a thing to be said can hardly be explained to those who have never loved the music of the hungry rotaries. It was no fear of penalties that held them back, but a regard for public before private interests and a discretion far exceeding that of Ministers.

The historian will also have to show how, day by day and week by week, the Press set itself to reinforce the national moral; how it spurred the halting, encouraged the timid, warned the over-confident and supported the stalwarts. He will note that the Press alternately led and pushed the Government into most of its successful operations, and saved it from many disastrous errors.

Being strictly impartial, he will not be able to overlook the fact that enthusiastic partisanship or ingrained prejudices occasionally led certain journals into a criticism of men and movements that were neither just nor expedient; but he will remember that such criticisms were penned during the heats and excitements inevitably engendered by the tremendous frictions incidental to a world war.

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He will be able to perceive that such undesirable criticisms were relatively few; that the great mass of editorial criticism was fair and salutary and that it provided the public with a constant stimulation and inspiration without which it could hardly have endured the strains of the great conflict.

He will observe the dominant part played by the Press in securing promptly the men and money required for the successful prosecution of the war, and that by far the greater part of the service thus rendered was unpaid.

Perhaps he will be somewhat less struck by the insistence of the Press upon the disclosure of much that officialdom wished to keep covered for its own ease rather than the public welfare; for here it plainly followed its own line of least resistance. None the less, he will not underestimate the extent to which national security and military efficiency gained as the result of these timely exposures.

Many historians, it is possible, will follow the common habit of assuming that the so-called leaders of the nation, political and military, were responsible for all the great movements of war-time, without regarding the forces by which these "leaders" were impelled.

It may be hoped that at least one may be found to give the Press the place that is its due as the chief propellant of both governmental and public action. Otherwise its splendid war-services will only not be forgotten because they have never been understood.

GERMANY'S LOST TRADE

THE attention of those who are obsessed by the fear that immediately upon the conclusion of peace Germany will spring into the commercial arena with an accumulation of energy and of goods to take and extend its old position in world-trade may be drawn to the following extracts from a letter in a recent issue of the *Rheinisch-Westfäliche Zeitung:*

"Before the war our position as a world-Power was based on our economic activity in all parts of the world, our world-commerce, our colonies and our shipping. . . . Our shipping and world-commerce are ruined, and it will need years of industrious toil to build up our old position again. . . . There is no possibility of our overseas trade taking up its former activity after the conclusion of peace, nor of entering into the old relations. Practically no foundations for the latter exist any longer, while the enemy has taken our place in some cases in such a way that he cannot be removed from it. The German merchant who goes out into the world after peace will find everywhere ruins and a spirit of hostility."

The writer, "A Hamburg Merchant," points the moral that in face of such a situation Germany must fight for "England's complete defeat" as her one hope of salvation from utter catastrophe.

Our moral is that there have been opened for our manufacturers and merchants an endless number of doors in overseas markets that hitherto have been closed to them; and that they should make haste to seize so patent an opportunity.

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CHARLES GLENNY

By FRANK H. NASH

THE WAR has meant success or disaster to many of the old-established firms in London, and few have equalled the historic house of Messrs. Thresher & Glenny in seizing the opportunities given by the war.

Charles Glenny, the moving spirit at 152, Strand, was educated at St. Paul's School, and, as a brilliant scholar, he was destined at first for a career in one of the learned professions. Fortunately, however, for the business world, his father decided to devote his son's talents to the service of his own firm, and on leaving school, Charles Glenny was sent to Paris. Here it was that he acquired the taste that has proved such an asset. Later, a series of visits to the United States quickly opened his eyes to the value of scientific organisation and efficiency and, moreover, he was deeply impressed with the popularity of high class English goods among the Americans and the tremendous possibilities of retail export outfitting. These dreams have resulted in the creation of one of the biggest American connections in London, and "At the Sign of the Peacock" is now the Mecca of the American who requires the best in material and style.

Mr. Glenny was quick to appreciate the value of judicious and attractive modern advertising, and it can be claimed with confidence that Messrs. Thresher & Glenny are the founders of a distinct "school." Fastidious in the choice of copy, printing and design, their virile "ads" have aimed a shrewd blow at those insipid figures that formerly appeared in outfitters' catalogues. Charles Glenny's views on advertising are distinctly unorthodox, and the curious on this subject are referred to Mr. Manson Gibson, of the Carlton Auxiliary, who has had a deal to do with the tone and look of the firm's recent publicity. Always appreciative of the skill of the publicity expert, Mr. Glenny, nevertheless, believes that the intelligent advertiser should insist on the value of his own experience and knowledge, and that the best results are obtained by the close and mutually sympathetic co-operation of advertiser and advertising expert.

With all his enthusiasm for the modern aspects of business, Mr. Glenny has not lost his respect for those small beginnings of 150 years ago, when there was founded in the little hosier's shop "next to Somerset House in the Strand" a business that is now world-renowned. Some day, perhaps, the archives of the firm will be collated and a wonderful collection of autograph letters will be rendered available to the curious. These include letters from Horatio, Lord Nelson, who was wont to send interesting orders for apparel from his residence in Piccadilly.

Charles Glenny is not a big reader; he prefers to form his own opinions at first hand, by actual practical experience, rather than to accept the rulings of others. Possessed of a mathematical mind, it is the practical side of life that attracts him. Social service is a subject in which he has always shown the greatest interest, and he was for some time a member of a small band of enthusiasts who worked on a brilliant scheme for the creation of a Samurai class devoted to good works. The history of the Agenda Club will be known to many advertising men, for the idea was created by one of the most brilliant members of their profession, and though resulting in a brilliant failure, did much good in interesting thousands in welfare work. Despite his multifarious business interests, Mr. Glenny finds time to be an active Mason, and an ardent Volunteer officer.

Amongst Charles Glenny's other activities are the running of a model power factory where everything possible is made under the one roof, and the direction of a flourishing ladies' business —that of Messrs. Thresher, of Conduit Street.

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VARIOUS AND SUNDRY

"The world is so full of a number of things."—*Robert Louis Stevenson.*

The Aldwych Club

The policy of publicity adopted by the committee of the Aldwych Club is resulting in the club becoming known as a live and influential body far beyond the bounds of the advertising and newspaper world. This was shown, for instance, by the fact that no less than fourteen members of Parliament came to the meeting when Mr. Wilson Fox, M.P., spoke on "Empire Resources." It is easy enough to invite fifty members of Parliament to a meeting, but it says a lot for the influence of the club that fourteen thought it worth while to give up their time in order to attend. Several of the honourable gentlemen congratulated the officials of the club on this phase of its activities, and three promised to address the members in the near future.

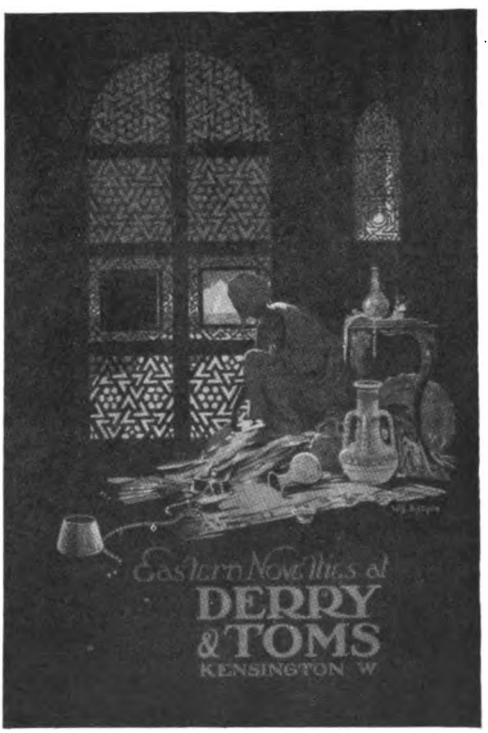
Apart altogether from the "star turns" at the Connaught Rooms when great men come to speak, the sociable little gatherings in the smoke room of the club attain to a high standard of merit, both on account of the interest of the themes considered and the able way in which they are handled by very capable exponents. The range of subjects discussed is proof of the wide sympathies of the committee.

Snow in Wales?

The members of the North Wales Advertising Board have a rather novel grievance against certain English papers. It is that the latter are "continually reporting" that there was snow in North Wales when really none was to be seen. One member thought that all papers publishing these false reports ought to be boycotted. I suppose the idea is that the announcement of snow will drive away prospective visitors. But from what source do the wicked English papers derive their libellous statements? I shrewdly suspect that they come from Welsh correspondents.

A New Derry & Toms Poster

The poster reproduced on this page, which is at present one of the attractions of the "Underground," is by that very able designer, Mr. W. S. Bagdatopulos, and is a delightful rendering of a low-toned interior, with a few brilliant splashes of colour. Mr. Bagdatopulos is an unusually well-equipped poster-maker, in that he is



TO BE SEEN ON THE UNDERGROUND

not only an accomplished draughtsman and a colourist of rare distinction, but also endowed with a liberal fund of business horse sense. He has already gained a high position in posterdom,

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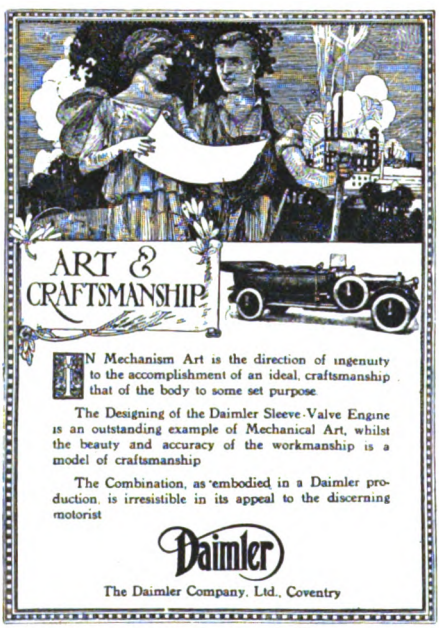
though as yet only at the beginning of his career.

A Long Way after the Famous Master

The method of illustration adopted in the "Daimler" advertisement reproduced herewith is one which Mr. Franklin Booth has carried to a marvellous pitch of perfection in the U.S.A. No doubt many advertisers have been impressed by the quality of Mr. Booth's work, and been filled with a desire to obtain something of the same kind. In attempting to get what they want they should, however, remember that the American artist is an extremely fine draughtsman, and a master of his chosen pencraft. Such work as his cannot be done by those who are



POOR IMITATION

neither, as the advertisement which has occasioned these comments graphically demonstrates.

Food Economy

Messrs. Harrod did a smart thing in the way of advertising when they secured the presence of Sir A. K. Yapp for the inauguration of their series of lectures and practical demonstrations on the subject of food economy. The address by Sir Arthur ensured for the event a degree of publicity which it would certainly never otherwise have secured, and on the other hand the preliminary advertising done by the firm was useful to Sir Arthur in the starting of his League of National Safety. I don't know who was responsible for this little stroke of policy on the part of Messrs. Harrods, but it was distinctly well-timed and effective.

Quite Bloodthirsty

In these notes last month I directed attention to a delightful example of "one of those things we could wish to have expressed differently," and I am sure the author of the advertisement I now quote is sincerely wishing he had expressed himself differently, for I expect he has been pretty well "roasted" by his friends. The advertisement is taken from a guide book to Rothesay Castle, and reads as follows: "—— Steam Laundry, Ltd. . . . Don't kill your wife! Let us do the dirty work." This is distinctly slighting to the lady, to say nothing of the bloodthirsty design of the advertiser.

A blunder like the drafting of this announcement makes one wonder whether the canvasser and the printer and the printer's reader had all gone to sleep.

A Friend at Court

Another advertisement I think ought to be placed on record is said to have appeared in a Kentucky newspaper. It was in these terms:

"STOP! LOOK! LISTEN!
SAFETY FIRST.

I have been a good fellow, boys. I have earned all I spent, paid all I borrowed, lost all I lent; once loved a woman—high cost of flour has brought that to an end!

VOTE FOR
JAKE BROWN
FOR JAILER
HE WILL ALWAYS BE YOUR FRIEND."

Whether Jake Brown was elected I cannot say, but those who voted for him would at least have had a friend at court when they were run in.

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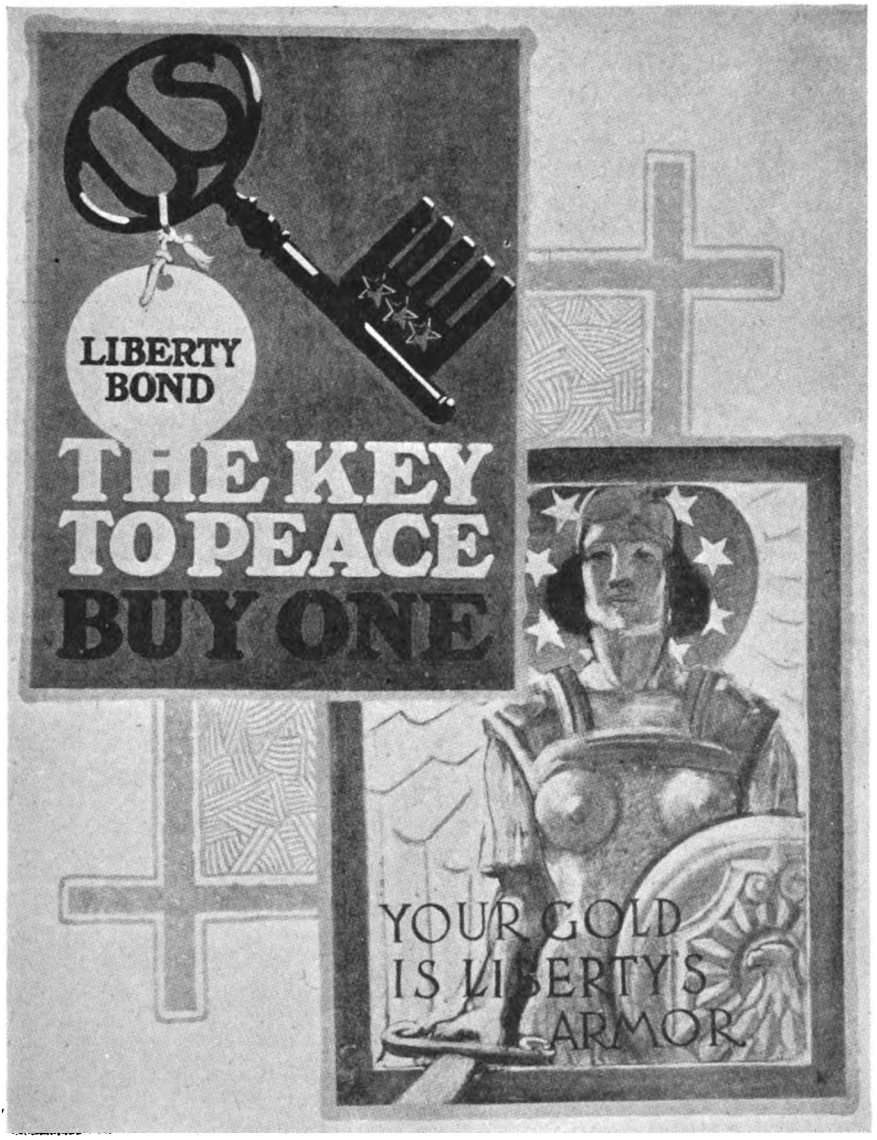

By Courtesy of "The Poster"

PRIZE-WINNING DESIGNS IN LIBERTY LOAN POSTER CONTEST

In the poster competition conducted by the Art Alliance of America, for posters to promote the Second Liberty Loan, N. Hoyt of New York won the first prize of $150 for the poster entitled "Your Gold Is Liberty's Armor." The second prize, $100, went to S. Tama's of Cleveland for the design "The Key to Peace."

Drapers' Prosperity

"M. R.," writing in a recent issue of *The Newspaper World*, observes: "Probably no section of traders have enjoyed a greater measure of prosperity than the great London drapery establishments, and this has of late been reflected in the advertising columns of the London and principal provincial newspapers. It is no uncommon sight to see 18 or 20 columns of such advertisements."

I think many of my readers will endorse "M. R's" opinion. A glance through the papers quite bears out what he says.

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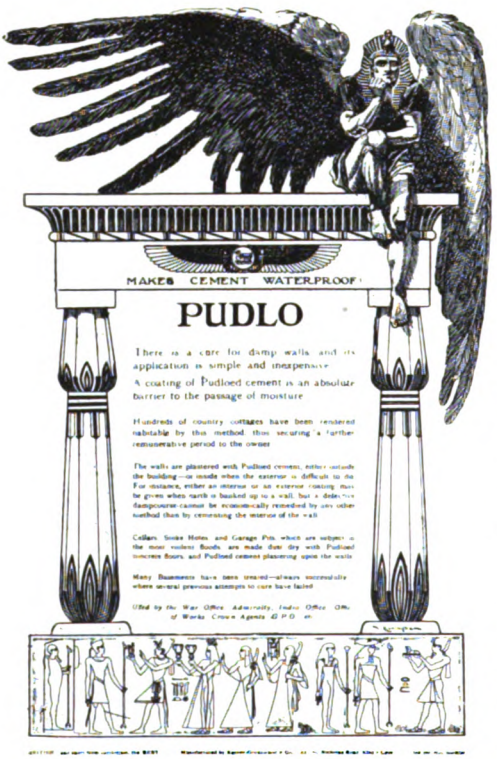
Inspired by Old Egypt

The very good-looking display here reproduced is one of a series now appearing in the weekly Press. Its Egyptian details are excellent in themselves, though it is a mistake to connect realistic wings with such conventionalised forms. I often wonder why commercial artists do not make greater



DECORATIVE BUT DISCONNECTED

use of Egyptian motives; they might frequently do so with good effect.

In this and other "Pudlo" advertisements I cannot find any sort of connection between the sphinx-like figure and the commodity advertised, which is unfortunate. He is far too prominent a feature to be accepted as merely a decorative item.

Very Happy

I congratulate Vinolia shaving soap on having secured lately a very happy slogan: "In general use by privates—In private use by generals." It is no easy matter to devise a really good slogan, as those know who have tried to think one out. But in this case someone has had a very happy inspiration.

A Triumph of Advertising

"A triumph of advertising" was the phrase which the special Washington correspondent of *The Sunday Times* used in describing the brilliant success of the U.S.A. Liberty Loan, which reached about £1,000,000,000. The writer says:

> The number of subscribers is already stated to be nearly 10,000,000, and the success of the issue is due to hard and clever work. It is really a triumph of advertising. Probably never before has a Government issue been so thoroughly advertised. Apart from individual speakers of national reputation, the services of British war tanks and German U-boats, parades, and other means, the issue has been advertised by thousands of columns in the daily and weekly Press, and the magazines of the country.

Varied "Stunts"

The means used to ensure publicity for the loan were remarkably varied, for, in addition to those above described, the following were also utilised, says our contemporary:

> Five million posters in ten designs, the same number of wind-shield posters for motor-cars, and 22,000,000 Liberty Loan postage stamps for extra postage on letters, were sent broadcast over the country. The posters were used on every hoarding, in railway stations, post offices, and other public buildings, street cars, steamboats, and mail and express wagons. Six million Liberty Loan primers were distributed and over a million copies of "source books," containing data about the war and the reason why America joined in. Finally, 10,000,000 Liberty Loan buttons were sent to district committees all over the country to be presented to each buyer of a bond.

It is pleasant to see this recognition by a leading paper of the important part advertising is playing. It shows that more and more advertising is coming to be publicly recognised as the power it is.

THOTH.

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THE NEW PAPER RESTRICTION ORDER

By ARTHUR BOCKETT

(Hon. Solicitor to the Incorporated Society of Advertisement Consultants.)

THE NEW Order which was made on October 22nd, although consolidating previous Orders and revoking the General Licence as to the use of paper for advertising purposes, contains amendments and extensions of considerable importance to advertisers, which will largely reduce the output of advertising.

So far as general advertising is concerned, the principal part of the Order deals with advertising circulars, and limits the amount to be issued and despatched within the United Kingdom by advertisers between August 20th, 1917, and January 31st, 1918, to one-third of the total weight of paper (including the envelopes and wrappers) used by the person by or on whose behalf the same were used or despatched within the United Kingdom between August 1st, 1916, and January 31st, 1917. In the case of advertising circulars relating to seeds and plants for the growing of foodstuffs the weight is increased to one-half of that used between August 1st, 1914, and January 31st, 1915, but in the case of advertising circulars relating both to seeds or plants for foodstuffs and other seeds, plants or goods, the part relating to such other seeds, plants or goods is to be limited to one-third of the weight, as in the case of general advertising circulars.

What are Advertising Circulars?

The Order contains no definition of the term "advertising circular," probably because of the difficulty of finding one sufficiently extensive, but it states that included in the term are advertisements (other than posters) issued gratuitously and printed or written on paper, cardboard, or other similar material; tradesmen's catalogues and price lists; advertising sheets or periodicals in the form of a newspaper or magazine, whether registered as a newspaper or not, which are distributed gratuitously, and of which advertising is the main and not merely an ancillary purpose; diaries, almanacs and calendars issued gratuitously and containing advertising matter.

Paragraph 7 of the Order includes advertising circulars in the form of inset or otherwise, whether the same are issued or despatched by a trader to a trader or in response to a request in writing or otherwise.

Diaries—Almanacks.

The Order does not apply to diaries, almanacs and calendars containing advertising matter for gratuitous issue for the year 1918 which were printed or partly printed before September 10th, 1917, and which contain no more advertising matter than was contained in the issue for the same person for the year 1917. The Order also does not apply to circulars requesting verification of information for books of reference and containing no advertising matter other than that relating to books of reference published by the same person.

Price lists of stocks, etc., issued or despatched by members of the London Stock Exchange or of any provincial Stock Exchange represented on the Council of Associated Stock Exchanges are exempted from the Order, but advertising circulars and price lists issued or distributed by any person not a member of any such Stock Exchange come within the Order.

Registered money-lenders, bookmakers, betting commission agents, and promoters of or persons interested in any guessing competitions or test of skill are prohibited from issuing any advertising circular.

The Order does not apply to posters or advertising circulars despatched or to be despatched to persons abroad.

Powers are given to the Board of Trade and the Paper Commission, where they consider an unreasonable or exces-

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sive weight of paper for advertising was used by any persons between the periods of August 1st, 1916, and January 31st, 1917, or August 1st, 1914, and January 31st, 1915 (according to the class of advertising previously mentioned), having regard to the nature and importance of the business, by notice in writing to the advertiser to prescribe the total weight of paper to be used, which may be less than that permitted by the Order.

The Board of Trade and the Paper Commission may require from all persons who make, print, issue, despatch, distribute or publish advertising circulars returns giving particulars as to the making, printing, issuing, despatch, distribution or publication of advertising circulars.

Tradesmen's Catalogues.

It is to be observed that the Order mentions advertisements, advertising sheets or periodicals and diaries, almanacs and calendars issued gratuitously as included in the term "advertising circulars," but "gratuitously" does not appear against tradesmen's catalogues and price lists, so that apparently if a small charge were made, which might be sufficient to cover or partly cover postage, tradesmen's catalogues and price lists would not be outside the limitations of the Order. House organs, distributed free, and of which advertising is the main purpose, are within the Order, but if a charge is made, however small, it is difficult to conceive that the Order applies, as the publication is not distributed gratuitously. The price lists, which in many trades such as the provision trade, have been issued weekly, are within the Order, and this will affect the large stores and distributing concerns, which will have to depend more on newspaper advertising.

Many important manufacturing concerns issue to retailers catalogues relating to their manufactures upon which the name of the manufacturer does not appear, but only the name and address of the retailer, who distributes the catalogue as his own. It is understood from the authorities that such catalogues will be taken to be part of the total weight which the retailer is permitted to issue and not be treated as part of the total weight permitted to the manufacturer. This may have curious results and may enable the advertising of the manufacturers' goods to be unlimited by the Order, although by a strict interpretation of the terms of the Order this view may be correct as it refers to advertising circulars issued and despatched. It may be said, too, that the manufacturer does nothing more than a printer would do by causing to be printed and delivered advertising circulars to the actual distributor. However, the retailer must keep the advertising he issues and despatches, including that received from the manufacturer, within the prescribed weight.

No doubt advertisers can, by reducing the number of form letters and follows up in their usual scheme of advertising, create a margin of weight over the one-third which they will be able to devote to advertising circulars proper, and advertisers of patent medicines and foods who have enclosed in cartons with their preparations booklets and advertising matter relating to other goods will endeavour to use paper of lighter weight or withdraw some of the booklets and utilise the weight saved. It will be observed that advertisements on paper, cardboard, or other material, are referred to in the Order, and a question arises whether the weight of the carton which generally advertises the goods sold to the purchaser and other goods sold by the same manufacturer is included in "total weight." Probably the authorities would consider it is.

Requests for Catalogues.

Many advertisers who adopted my suggestion when the first Order was issued, and inserted in their newspaper advertising a coupon by which a person requested price lists and catalogues to be sent to him, will observe that advertising circulars despatched in response to a written request come within the Order.

What is meant by advertising circulars issued or despatched by a trader to a trader? The Order of March 2nd, 1917, did not prevent the despatch or delivery of catalogues or price lists by

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traders to traders for the purpose of their trade. In the Explanatory Memoranda issued on March 10th, 1917, the "trader" who is allowed to send out a catalogue or price list to other traders is a manufacturer, merchant, dealer or agent, and "the trader" to whom he is allowed to send his catalogue or list is another "trader" who sells, or for the purposes of his trade uses, the goods referred to in the catalogue or price list.

The Consolidation Order.

The Consolidation Order of October 22nd, 1917, deals with advertising circulars, which includes other forms of advertising than catalogues and price lists, and contains no words qualifying the term "trader to trader," such as for the purpose of his trade, so that it can be contended that the advertising circular referred to is one issued by a trader to another trader, whether it relates to goods sold by or used for the purposes of his trade by the last-mentioned trader or not. This is a wide extension of the Order, which has evidently since been recognised, as on November 8th the Commission issued a general licence granting to all manufacturers, merchants, dealers and agents for sale to issue and despatch up to January 31st, 1918, trade catalogues and price lists relating to goods made or dealt in by them to any person who sells or, for the purposes of his trade or business, uses the goods referred to in such trade catalogues or price list, without reckoning the same in the weight of paper permitted to be used under the Order, provided that any person availing himself of the general licence must exclude the weight of paper sent by him to manufacturers, merchants, dealers and agents for sale between August 1st, 1916, and January 31st, 1917, in calculating the weight of paper which he may send to other persons under the Order. This is a very important concession which should remove or modify a real grievance of the advertiser.

Without the general licence it is considered that circulars issued by proprietors of newspapers and periodicals inviting space to be taken for a special issue would be within the terms of the Consolidated Order, but now such a circular issued to an advertising agent and containing prices of space may be said to be a price list issued to a person who sells, or for the purposes of his business uses, space. It may, however, be that if issued to an advertiser it is not within the terms of the general licence.

It must be remembered that in estimating weight envelopes and wrappers are included.

The provision in regard to seeds and plants will almost certainly necessitate seedsmen and nurserymen issuing separate catalogues and price lists, one relating to seeds and plants for the growing of foodstuffs and another relating to other seeds and plants and gardening utensils.

The publishers of diaries, almanacs and calendars seem to have considerable cause for complaint. The Order issued on October 22nd states that these publications are to contain no more advertising matter than was contained for the same advertiser for the year 1917. Surely by the date of this Order all advertising was arranged and the publication partly printed. It seems unreasonable so late in the year to expect the publisher to rearrange the matter and ask any advertiser who may have increased the space taken by him in the previous year to reduce his advertising. If the circumstances were brought to the knowledge of the Commission it is conceived that a licence would be granted or this provision modified.

Who is Liable?

The person liable for offences under the Order is he who issues or despatches any advertising circulars; the printer is therefore not liable, but a distributing agency in many cases is responsible for the issue and despatch of advertising circulars, and if they are liable it is difficult to understand how they can be expected to ascertain from their customers whether the weight of paper used is in excess of that permitted by the Order.

The Consolidation Order, so far as it relates to posters, does not differ in any important respects from previous Orders, and provides that the superficial

(Continued on page 314.)

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THE ELOQUENCE OF LETTERING

What carefully individualised lettering can do to surround the advertiser's proposition with the right atmosphere and to emphasise his most powerful "selling point"

WE ADVERTISING men live so much in the present that it is only on taking a backward view that we realise how rapidly our craft is progressing.

The greater part of the fascination that our work holds for us lies, perhaps, in the fact that it involves ever-extending activities in a seemingly unlimited field. We are making new discoveries every day and are stimulated by the consciousness that unexplored continents still await pioneer effort.

This is true of every department of a many-sided business; but in none is it more so than in that concerned with the designing of Press advertisements. A comparison between an average collection of Press advertisements of only a few years ago and a similar collection from the periodicals of to-day reveals an all-round improvement upon which advertising men as a body may fairly plume themselves.

What is most gratifying is that the improvement is not merely superficial but in essentials. A cultivation of taste might have given us better looking advertisements than those of the past, but only an increase of understanding can account for advertisements showing such a marked advance in the vital matters of power of attraction, impressive force, direct appeal and incitement to action.

Upon a close examination the general improvement will be found to consist of a thousand and one small items, each of which has received closer and more intelligent attention than used to be given to it and made more competent to fulfil the purpose of its being.

Among these distinctive name-blocks and "stunt" lettering—the subject of our present commentary—deserve an honourable place.

It is a prime object of every advertiser

"COPPER-PLATE" ANTIQUES

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REVISION OF THE ADVERTISEMENT RATES

:: FOR ::

PASSING SHOW

TO TAKE EFFECT JANUARY 1st, 1918

ORDINARY POSITIONS:

PER PAGE **£36** AND PRO RATA

Per inch, single column **£1 : 1 : 0** (4 columns to page).

PAGE 1 (first right-hand page) or
FACING MATTER POSITIONS

PER PAGE **£45** AND PRO RATA

SERIES DISCOUNTS

2½ % for **6** insertions
5 % for **13** insertions
7½ % for **26** or more insertions

NO FURTHER ORDERS AT OUR PRESENT RATE CAN NOW BE ACCEPTED FOR INSERTIONS AFTER THE END OF THE YEAR.

Philip Emanuel, Advertisement Manager,
ODHAMS LIMITED, 85-94, LONG ACRE, LONDON, W.C.2.

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RETAILERS' NAME PLATES

who has any clear idea of the task before him to give his business announcements a distinct and emphasised individuality. He cannot afford to be one of a crowd. Comparisons of better and worse altogether apart he must be in one way or another different from his competitors or must convey the impression that he is so.

Only in a limited measure can he do this in a Press advertisement if he restricts himself to the use of such printers' types as are commonly in use. Even if he devises a really distinctive type display his achievement is sure promptly to be imitated by uninventive rivals. He could, of course, avoid this by having a private and copyright fount of type—a possession which many advertisers would find well worth its cost—but in no other way.

Consequently he is driven to the use of distinctive lettering for the display of his name and such other prominent

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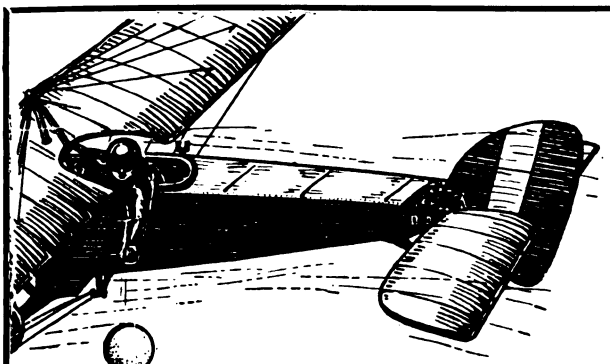

There is a

GREAT RAID

on the

LONDON

Magazine Space for 1918

" The magazine that is not afraid to tell its circulation."

£30

per page and pro rata.

W. B. ROBERTSON,
Advertisement Manager,
The Fleetway House,
LONDON, E.C.4.

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portions of his display as demand special treatment.

Since he uses this lettering to give character to his announcements, and it will necessarily serve as a kind of

ROLLS-ROYCE
"The Best Car in the World."

LENA-LASTIK
Ribbed Wove Underwear For Women and Children

GOODYEAR
AKRON

AVON
TYRES

INDIVIDUALISED CAPITALS

hall-mark both for himself and his commodity, it is obvious that it should be chosen with care and with a full realisation of the sort of impression it is likely to produce.

By its mere form and character lettering can be astonishingly expressive. Therefore it can yield most valuable service to the advertiser who uses it understandingly, and, contrariwise, it can operate greatly to the detriment of whoever uses it in ignorance. Of itself it can hardly altogether make or mar an advertisement, but in most cases it will represent a very important plus or minus quantity, and as easily one as the other.

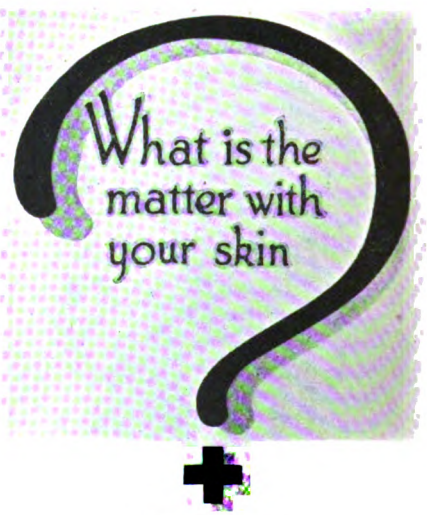
Letters were originally pictures, and within certain very narrow limits the designer of lettering for advertising purposes may restore to them something of their pictorial character, or rather make them symbols suggestive in themselves as well as the mere building material of words.

In doing this, as has been said, the designer should use great restraint; for our letters long since assumed fixed forms which have behind them all the sanction and stability that the usage of centuries as well as their own fitness can give them.

All the forms of lettering used to-day—leaving out a few eccentricities—are derived more or less directly from the capitals of Roman inscriptions. The shapes and character of these capitals are not arbitrary. The elements of which they were composed had been moulded by natural laws through long periods into what they had become when the Roman mason carved them on his stone.

The Roman capital at its best is, in its kind, the perfect example extant of the application of principles universally accepted. It provides a permanent "motive" for the designer of lettering to work upon. The skilful designer, while able to construct upon this motive an almost infinite variety of variations, will never go so far as to treat it with other than respect. He will be governed by it even while he seems to be indulging in the most startling of originalities; otherwise his originality will be no more than eccentricity and his work will perforce become both ugly and weak.

To explain how, from the monumental standard of the Roman capital, all



A "STUNT"

varieties of pen-script and type-face in due course developed is foreign to our purpose on this occasion. It will

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ANGUS WATSON

Britain's Foremost "Skipper"

Who has navigated his splendid ship "Success" into safe harbour at Newcastle-on-Tyne, expresses his considered opinion concerning the urgent necessity for reform in British selling methods, and incidentally endorses the methods for such reform explained in

HOW TO REDUCE SELLING COSTS

By Paul E. Derrick

New Edition just published. 262 pp., cloth, 6/- net, 6/6 post paid. From Geo. Newnes, Ltd., Publishers, London, or any Bookseller.

Mr. Watson says:

"I commend to the careful study of business men Mr. Paul E. Derrick's book 'How to reduce Selling Costs.' This question will be an acute 'after the war' problem, for with dear labour, dear money, and high carriage charges, the old happy-go-lucky methods of selling must be drastically revised. The business man who is endeavouring to 'put his house in order' may well study the suggestions that are put forward."

"This book visualizes sound methods of organisation for 'after the war' adoption, and helps the manufacturer to realise how vital some questions are that he has been taught to regard as comparatively unimportant. *If the author were able to make a stipulation that he should have a percentage on all costs saved as a result of studying his admirable handbook, he would be well in the way of becoming a millionaire.*"

The italics are mine, but even if I do not participate in the good fortune of all those who benefit from a study of my book to the extent suggested by Mr. Watson, I, along with the rest of the British public, will certainly benefit by the increased success of British enterprise if the policy outlined in "How to Reduce Selling Costs" is efficiently applied in a general way to the marketing of British products.

PAUL E. DERRICK

PERSONAL SERVICE

Mr. Derrick's experienced personal co-operation in shaping future up-to-date selling policy and plans can be retained, or the complete Advertising Service Organisation of which he is the head may be utilised.

If you are interested will you write "Personal" to Mr. Derrick for a preliminary interview.

PAUL-E-DERRICK
ADVERTISING AGENCY LTD
Do it Better
34 Norfolk Street, Strand, London, W.C.2

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suffice to say that during this development endless experiments led to continuous modifications and adjustments —which are still proceeding—until a code of rules was formed sufficiently definite to provide a sound guide for practically every adventure of the lettering designer to-day. And every

FORMALISED SCRIPT

one of these rules is, in effect, a reaffirmation of the principles on which the Roman capital is based.

No lettering designer can do satisfactory work unless he, or she, has a firm grip of these principles. The more original and inventive he is the more necessary it will be for him never to lose hold of them.

Advertisers who are disposed to consider that a designer of lettering need only possess a certain ingenuity should bear this in mind. "Cleverness" is no substitute for knowledge when sound work is required.

As a matter of simple fact first-class lettering designers are much rarer than able pictorial artists. They are able to demand a high rate of remuneration, and are worth it.

Of lettering in general it may be said that, whatever else it may be, it should be easy to read, good to look at, and individual in character.

Lettering that is not easy to read is without its most elementary justification, it is incapable of fulfilling its initial purpose.

In the case of a name-block the lettering may be so handled that it becomes an individual and effective bit of decoration, although it can only be deciphered with difficulty. It may do useful service in this shape; but it has ceased to be lettering and become a decorative symbol. As such it may pass; in no other instance should the use of lettering that places difficulties in the way of the reader be for a moment entertained by the advertiser.

For the advertiser it is not enough, however, that his chosen lettering should be legible, good-looking and individual. It must also possess a peculiar fitness to the proposition with which it is connected.

There would be a plain unfitness in presenting an offer of iron girders or motor lorries in a delicate Italianate script, or, conversely, of advertising dainty lingerie or a rare perfume in heavy block lettering.

That there should be at least some rough association between the goods advertised and the manner of their advertisement is, in practice, usually conceded. How far, then, can this association be carried in the item of lettering, and by what means can it be achieved?

To answer this question we shall first of all take notice of certain broad classifications of lettering, and consider their several characteristics and the impressions made by them.

Roman capitals that are true to the best originals, by their just forms, austere grace, and monumental character suggest a patrician dignity and a severe reserve. They will receive attention by reason of their distinction but they are not clamant. This and their notable immobility render them liable to be overlooked when among more active and noisy neighbours. They have a habit, however, of making even quite unobjectionable neighbours look a trifle vulgar.

Thickened adaptations of Roman capitals naturally possess more or less of the character of their originals as they more or less closely adhere to them. They provide the advertiser with every possible combination of dignity and strength that may be desired, and if well designed do not

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The Observer.

(1791)

THE OBSERVER admittedly provides in its brilliant editorial articles the most illuminating and authoritative commentary on current events that has been published during the world-war.

It enjoys a larger following among men and women of education and high social and financial standing throughout the British Isles than any other newspaper.

Telephone
4591 City

Offices:
22 Tudor Street, E.C.4

2D

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lack beauty whichever extreme they may lean to. When outlined as in the "Avon" design reproduced they are able to express with singular felicity strength of material and a high mechanical finish. Lettering such as this would be almost exactly suited to the advertiser of, say, a bicycle, for it has a metallic rigidity as well as a kind of tubular character. Varied to meet differing needs, this type of lettering could be made very extensively useful.

Roman capitals can be attenuated so as to suggest an extreme refinement, though they never possess the feminine delicacy of italics. They remain masculine as long as they are recognisable.

Block lettering has the qualities of "the plain man" in an aggravated form. It is aggressively utilitarian, and makes not the smallest sacrifice to appearances. There is a kind of obvious commonsensibleness about it that has endeared it to generations of Britishers, and it is very far from having outworn its usefulness. None the less we are inclined to think that it does not suggest enough to serve most advertisers well. What it does suggest most strongly is a negation—a disregard for everything except the most obvious utilities.

Italic lettering — using the term italic generically—properly conveys an impression of delicacy, and indeed of fragility. It does not stand firmly on its base, as does Roman, and thereby is unfitted to be associated with any commodity which has strength, stability and endurance for its most desirable qualities. It is invaluable for use in connection with the innumerable feminine fripperies which are not in the least required to be either solid or lasting. Its value to general advertisers lies mainly in its suggestion of movement.

This same quality of "movement" is the outstanding virtue of script lettering. Basically the idea of movement is conveyed by the flowing lines of script, but it is accentuated by the subconscious relation of printed script to a hand-written message set down in haste.

In addition to this script of the less formal kind naturally is more "personal" in character than any lettering that is not cursive. For this reason it is largely, and wisely, used for name-blocks.

Script lettering can be adapted for use in connection with any kind of commodity, being almost as fluid and as individually characteristic as the handwriting it simulates. It can express the most rugged strength and the most sensitive elegance with equal clarity.

If its quality of "movement" be, as it can be, strongly emphasized it is uniquely valuable in giving urgency to a message or appeal. By violent contrast it can add much to the attractive force of an announcement mainly in type.

SCRIPT

There is another class of lettering, a bastard genus, that is exceedingly popular just now. It may be christened the Wardour Street antique, and consists in the main of more or less faithful reproductions of bad eighteenth-century and early nineteenth-century originals.

It is popular, and therefore useful to the advertiser, for much the same reason that a great deal of old furniture is pleasing to the modern public; not because it is well made or beautiful, but because it is "quaint," and has something of "the tender grace of a day that is dead" clinging to it.

It is apparently regarded by a number of advertisers as a "hall-mark" of good taste, for the same reason one

(*Continued on page* 298)

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THE "UNSOLICITED TESTIMONIAL"

THE "UNSOLICITED testimonial" that has figured so largely in advertising has unfortunately not been so much above suspicion that its bona-fides is usually accepted without question.

This is the more to be regretted in that genuinely independent and authoritative testimony from an outsider is much more weighty than anything that the advertiser can himself present in support of his claims.

The testimony that is given in complete unconsciousness of its character is perhaps the most valuable of all; it is so obviously uninfluenced by the interests that are benefited.

Such testimony as this is by nothing better exemplified than by a kind of compliment that is very commonly paid by advertisers to *Truth*. They take whatever statements have been made in *Truth* in recommendation of their propositions and quote them in advertisements published in other periodicals. This they clearly do because they have been led by experience to understand that the public in general regards whatever is published in *Truth* as of unquestionable verity.

What has been permitted to appear in *Truth* is accepted as having passed the severest test to which an advertiser's claim is to-day subjected.

In thus liberally quoting *Truth* in support of their claims, advertisers pay a compliment to the paper of which it surely has every right to be proud. It constitutes an emphatic endorsement of *Truth's* own claim to have been for forty years the most energetic public guardian of commercial morality.

Now that "Truth in Advertising" has become the chosen ideal of the leading organisations of advertisers and advertising men both in this country and overseas, it is particularly interesting to note that *Truth* in advertising is, and has been throughout its career so potent a factor in the realisation of that ideal.

It was the first to raise the flag under which all that is best in modern advertising is now arrayed; and is still its most powerful upholder.

That is why a quotation from *Truth* is recognised as such valuable material for a convincing advertisement, and why space in the paper is sought by advertisers not merely for its great publicity value, but also because its occupation gives them a recognised rank amongst the elect of their kind.

No other periodical occupies so enviable a position; for the simple reason that no other periodical has fought for it week by week, disregarding the heavy expenditure both of labour and money involved, through four decades of never-ceasing battle for the best interests of British business.

The "unsolicited testimonials" to the value of *Truth* given by sound advertisers that are most to be respected and regarded, are the uses to which they put the "hall-mark" with which it alone is able to furnish them.

* * *

L.K., Truth Buildings,
Westminster, S.W.

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must suppose that "Jacobean" dining-room furniture has a great vogue in the suburbs.

Those firms to which genuine old-establishment is an asset can use such

Burroughs
76 CANNON STREET, LONDON, E.C.

GOOD FORM AND FINISH

lettering as this legitimately and with effect in order to draw attention to their long standing. It is used, however, more freely by newcomers, who, to our thinking, commonly sport it with an exceedingly ill grace.

It is particularly badly adapted for use in connection with an ultra-modern commodity. Motor-car manufacturers, vendors of cheap watches, and the like should have nothing to say to these spurious antiquities. Their advertising should speak of to-morrow, not of yesterday.

* * * *

A note or two on some of our illustrations in development of the foregoing general remarks.

An antique style of lettering is used very effectively in both the "Lord Elgin" watch and "Community Plate" advertisements. In each case it is based upon excellent examples of lettering engraved upon copper plate, and thus conveys at once the idea of very precise workmanship and high finish. It is seen at its best in the "Community Plate" display, being both admirable

EXCELLENT PICTURE LETTERING

in itself and thoroughly well suited to the advertiser's proposition. In the "Lord Elgin" announcement it shows to somewhat less advantage, though its use is still quite justified. The pictorial character of the word "Streamline" in this advertisement will be noted.

On page 292 the "Rolls-Royce" lettering reproduced shows such liberties taken with Roman capitals that nearly all their distinction is destroyed.

Herringbone
Rigid Metal Lath

STATE EXPRESS CIGARETTES

The Never Old
EASILY SOLD
Fabrics

LuvetVeilings
IF ITS A LUVET VEILING—YOU KNOW ITS A SELLER

Scotissue Towels

HIGHLY SPECIALISED

Just proportion is needlessly sacrificed, and the whole, if distinctive, is mainly so because it is a freak.

In "Lena-Lastic" an attempt has apparently been made to suggest the elasticity of the fabric advertised in the elongated horizontals of the initial L in each portion of the name—not without success. The lettering is fairly satisfactory, though it was an error of judgment to thicken the uprights of the initials to so great an extent.

The "Goodyear" example is a worthy specimen of simple square-faced capitals. In their general forms as well as their grey tint the letters look as though they might have been copied from models made in rubber.

With the "Avon" name-block we have already dealt.

The lettering used in conjunction with a great query mark reproduced

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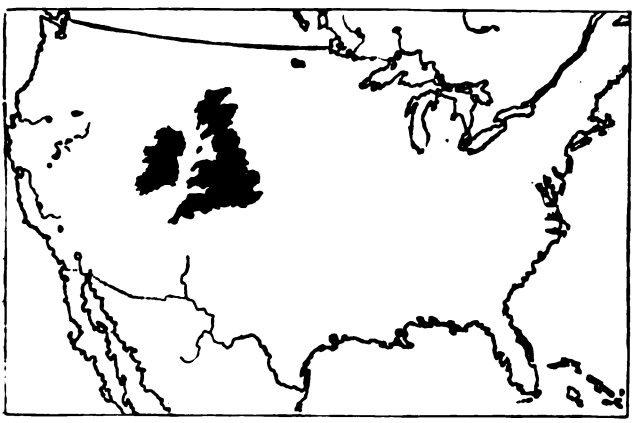
—surveying the American Field from these Shores

LET US SEND OUR MAN to talk to you about selling your goods in America! We are already acting for a great number of British Manufacturers. We have despatched to America an Expert to investigate conditions respecting their goods on the spot.

The Dorland Agency has the advantage of a complete organisation in the United States of America with offices in New York and other Centres. Special investigations and Reports by arrangement.



Cont ast Map showing the relative size of the United Kingdom and the United States of America.

The U.S.A. is over thirty times the size of the United Kingdom, with a population of 100 million people with British habits, British tastes, British instincts, and a preference for British Goods.

The greater proportion of British Houses have been deterred from entering the American market by the initial difficulties and expenses of even a preliminary investigation. The Dorland Agency has been commissioned by the greatest newspapers of America's greatest cities to supply the link which should already be provided by a quick, reliable and enterprising Consular Service. On applying to the Dorland Agency, substantial Manufacturers, Export Houses or Jobbers will be readily put in touch with the Head of our New York House and given whatever information is now at hand at the London Offices regarding American conditions generally. They will also be given the names of, and put in direct touch with, the houses in the various cities of the U.S.A. most likely to be interested in their proposition. The Dorland Agency will give British Houses direct introductions to the Managers of the newspapers listed below, and either themselves give or obtain personal introductions to suitable Importers, Wholesalers, etc., in the various cities.

NEW YORK, New York Evening Post, New York Sun; CHICAGO, Chicago Daily Tribune; BROOKLYN, Brooklyn Daily Eagle; PHILADELPHIA, Philadelphia Inquirer; ST. LOUIS, St. Louis Republic; BOSTON, Boston Transcript; CLEVELAND, Cleveland Plain Dealer; BALTIMORE, Baltimore American; PITTSBURG, Pittsburg Dispatch; SAN FRANCISCO, San Francisco Chronicle; NEW ORLEANS, New Orleans Times-Picayune; WASHINGTON, Washington Star; MINNEAPOLIS, Minneapolis Tribune.

LONDON REPRESENTATIVE: THE DORLAND AGENCY, Ltd. (Mr. G. W. Kettle).

16, Regent Street, S.W.1.

[Reprinted from the *Daily Telegraph* (London) of 30th May, 1914.]

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on the same page shows what is in effect a pleasing adaptation of formal script. The initial W is, of course, quite indefensible.

Of the retailers' name-blocks illustrated on page 290 it may be said the "Marshall & Snelgrove" is sound in its simplicity, its distinctive character, and the right proportions of its parts; the "Chamberlin" is of too emphatically antique a character to be suited to the purposes of a trader into whose proposition it does not enter; the "Barri Layette" is a pointless and ugly eccentricity, which has as its sole virtue a distinction achieved by its unique ugliness; the "Rowan" is good in itself, but of a type so extensively used that it has become commonplace; the "Fenwick" is a good formalised signature; the "Popham" is in every respect about as ugly as ignorance of the laws of lettering could have made it; the "Manfield" full of wilfully and unjustifiably distorted forms, and in any case hopelessly marred by a hideous initial; the "Harvey Nichols" a well-devised expression of distinguished elegance; the "Goochs" in the main very successful in design, but erring in the detail that the H is not properly related to the script forms accompanying it, and the "Ernest" is a script signature that, though not at all admirable in detail, looks well enough as long as it is kept severely small in size in relation to the whole display of which it forms a part.

Of the varieties of script and semi-script shown on page 296, "Springtex" is good; "Reville & Rossiter" is ugly and weak both in all its details and in general effect; and "Erasmic Soap" contrives just to miss the distinction and daintiness that one may suppose was intended to belong to it.

The suggestive springiness of "Springtex" is to be observed.

On page 298 are several examples of what one may term picture-lettering. The "Herringbone" lettering is in itself a description, and the same may be said of the "Luvet Veilings," "Scot Tissue Towels," and particularly of "Kohler Ware." The "State Express Cigarettes" lettering suggests an Eastern motive, which is not at all agreeable to the name. "Never Old" shows into what depths of ugliness the unintelligent and uninformed designer of "fancy" lettering can fall.

The Claims of Trade Papers.

AN IMPORTANT address on the subject of the pooling of Empire resources after the war was delivered on November 7th by the Hon. F. M. B. Fisher, ex-Minister of Marine, New Zealand, at a meeting of the British Association of Trade and Technical Journals. Mr. W. A. Standring, President of the Association, was in the chair.

Mr. Fisher made a strong appeal to the trade editors to do the utmost in their power to encourage homogeneity in each industry, in order that all the trades of the country might be enabled to unite in one big body and enforce the aid of the State to encourage British industries, instead of helping Germany as in the past.

Mr. T. C. Elder, the hon. secretary of the Association, said that whereas the proprietors of trade journals had been asked to pledge themselves to abstain henceforth from advertising German goods—which they were quite prepared to do—the great manufacturing groups of the country still hesitated to take a similar step, and trade associations were even getting together and consulting as to how they could reduce expenditure by not advertising in the weaker and smaller trade journals. This, however, was not the view that was taken by the British Empire Producers' Association, which realised the essential nature of the trade Press and had advocated its extended use.

The Overseas Mail.

BEING KEENLY desirous of helping British trade with lands beyond the ocean, *The Overseas Mail* will publish each week through the whole of 1918 a patriotic appeal to its readers abroad to buy British goods. Every hundredweight of manufactured goods shipped from Great Britain at the present time, says the appeal, is helping to finance the war. Therefore, to buy British goods is to assist in defeating the enemy, and by continuing to do so after the war will help us to maintain our supremacy and prevent the enemy from regaining his old power.

"*I congratulate* THE ADVERTISING WORLD *on carrying on so successfully during these difficult times, and trust that after the war it may prove to be an even greater factor in the development of Imperial trade than in the past.*"—MR. BERNARD J. PALMER.

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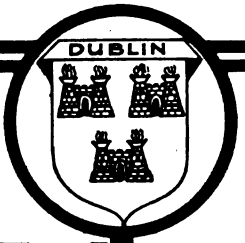
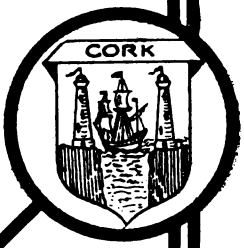


A Tale of Three Cities



HERE is an Irish Advertising Agency—operating on modern Service lines—which has established a precedent in professional publicity practice in Great Britain and Ireland in having Branch Offices (with Resident Representatives) in Belfast and Cork, in addition to the Head Office in Dublin.

¶ This development of McConnell's Advertising Service greatly increases its power as a Trade Promotion Organisation in Ireland. Discerning advertisers will realise the wisdom of consulting a Service "on the spot," fully conversant with media, trading conditions, and, above all, possessing a trinity of offices encircling Ireland's big trade centres.

¶ We have the privilege of serving several of Ireland's leading commercial undertakings—in all cases the pre-eminent firms in their respective groups.

¶ We are also prepared to co-operate with cross-channel Service Agencies.

"IF IT'S ABOUT ADVERTISING IN IRELAND CONSULT McCONNELL'S."

WRITE US NOW WHILE YOU HAVE OUR ADDRESS BEFORE YOU.

The Mark of Merit in Advertising

McCONNELL'S Advertising Service

6 ST. ANDREW ST. DUBLIN.

Belfast: 15 DONEGALL PLACE.

Cork: 13 SOUTH MALL.

Belfast Representative: R. B. BUCHANAN. Cork Representative: JOHN H. KENT.

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SECURING THE SINEWS OF WAR

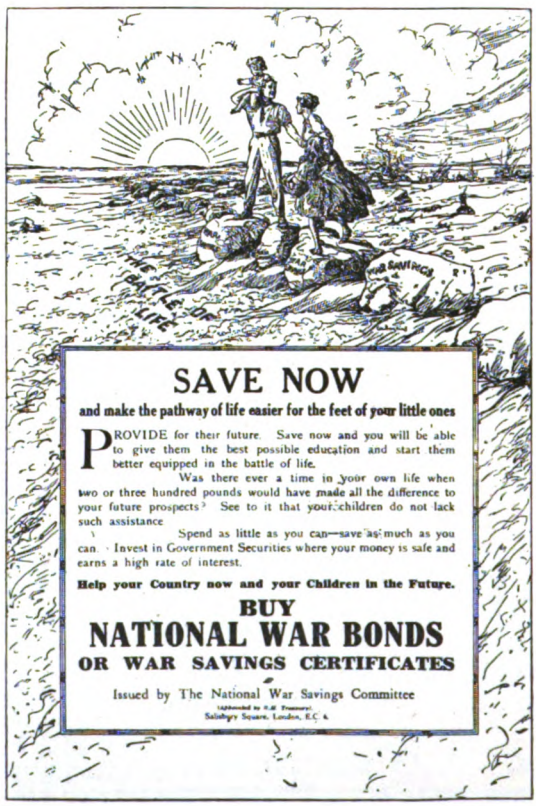
The 1917 Autumn Campaign which is opening the Public Purse for the Chancellor of the Exchequer.

BEFORE COMMENTING on the advertising campaign commenced some weeks ago and still being continued in connection with the "War Savings" and "War Bond" schemes of the Chancellor of the Exchequer, it is proper for us to state that there is every evidence that it is bringing in most satisfactory returns.

Up to date, as we are informed, the results achieved have largely exceeded expectations, and they are steadily improving as the cumulative weight of the advertising more and more makes itself felt. The general public is diving into its purse to provide the wherewithal for the prosecution of the war as it has never done before, in spite of the heavy burden of taxation that lies upon everyone and the enormously increased cost of living.

There are those who will say that the advertising of the schemes mentioned has had very little to do with this, and will be ready to bring forward a hundred far-fetched reasons for the action of the public rather than accept the one lying ready to their hands, viz. that modern advertising can fully justify its claims.

Arguing with such people is a waste of time; they must be left to play with their own prejudices. More open-minded folk will note that it was not until the advertising campaign was launched that the money of the masses began to flow into the National Exchequer with satisfactory steadiness and in ever-increasing volume, and will come to the conclusion that between these facts there is a cause and effect connection.



A PICTORIAL PARABLE

Of the huge amount of money that is being collected, directly and indirectly, by means of the "War Savings" and "War Bonds" advertising and general publicity campaign we shall speak in definite terms presently.

Before doing so we cannot refrain from pointing out that the actual collection of money, vital as it is, is perhaps the least part of the service that this advertising is rendering to the nation.

Its greatest achievement is that it is recruiting a vast number of new and direct supporters of the nation's finances.

Consider what that means! Already there are some five million subscribers enrolled, and they are daily adding to their numbers. Each subscriber is in effect giving material evidence of his or her determination that nothing shall stand in the way

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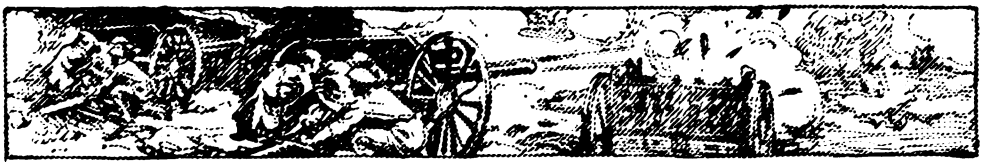

The Passing of '17

As we approach another milestone let us remember that, whatever present-day conditions, that milestone marks another step towards Peace —AND WAR!

The Peace which means the ending of this world-wide conflict and—THE WAR OF COMMERCE!

For in the hush that will follow the battle storm of years there will arise the sounds of another warfare, and in that Conflict of Commercial Interests we must prove that we have learned the lesson of unpreparedness and—BE READY!

Do you feel like that?

Then we can help you in all phases of Publicity—the greatest aid to "readiness."

Our organization—unique among Service Houses —is at your disposal.

Write us.

SIVITER SMITH SERVICE

(V. Siviter Smith & Co.)

10 Lincoln's Inn Fields
LONDON, W.C.2.

HEAD OFFICES & STUDIOS
Siviter House · Birmingham
Belfast—19 King's Court · Wellington Place

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THE SUREST APPEAL TO PARENTS

of that complete victory which assuredly will provide the only solid basis for an enduring peace. It is not only money that is being given to the Government, it is a mandate—and a mandate coming already from the majority of its real effectives.

Advertising has, in short, induced the people of this country to give the most signal demonstration of their "will to victory" that has yet been presented either to their own Government, to their Allies, or to the enemy.

And it should be observed that the success of the "War Savings" and

WELL AND TRULY DIRECTED

INTELLIGENT ANTICIPATION

"War Bond" advertising campaigns—for these general remarks it is convenient to group them together—has been achieved in spite of many difficulties.

The possible forthcoming of a new War Loan has induced many likely investors to wait and see whether they cannot get better terms than are at present offered them. The measure of editorial support of the schemes by the "national" newspapers has, for a number of reasons, not been so generous as might have been anticipated; though provincial newspapers have supported them splendidly. Ministerial utterances

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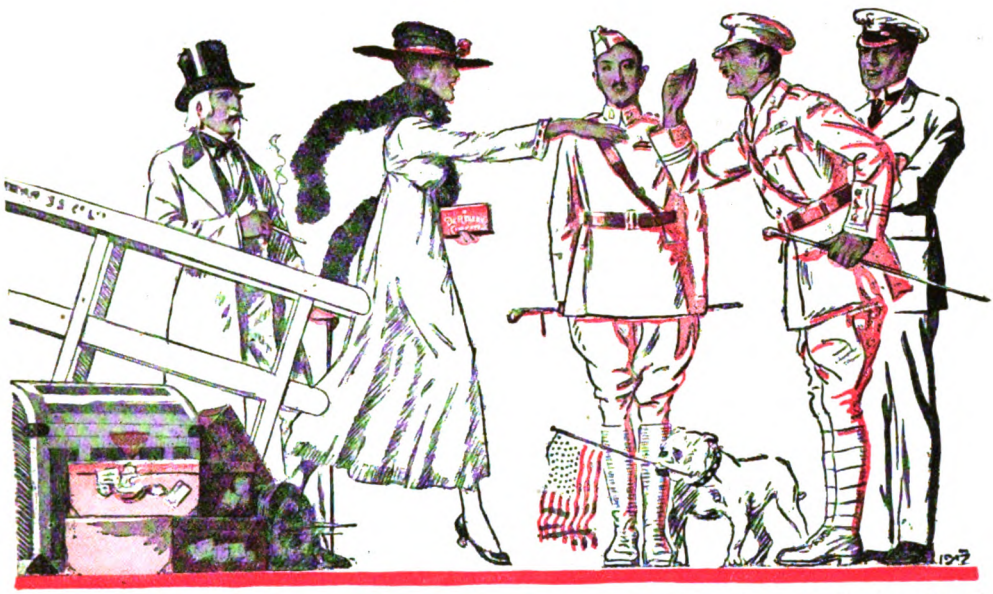
Picture Offer
To "De Reszke" Smokers

This picture, "Miss America Arrives—She is welcomed by The Boys," printed in colours on art paper 15 in. by 10 in., will be sent free to any smoker forwarding to address below a "De Reszke" box lid and 2d. in stamps, mentioning Picture No. 52a.



Miss America Arrives — *Episode* 1. *She is welcomed by The Boys*

"Jolly glad you've come over, Miss America. We 've been looking for you for ever so long. You are one of us altogether now, you know."
"You dear boys! Of course I am. So you see I ha e come to *stay*. And I've brought with me some of Uncle Sam's best. You can have three guesses what *that* is."

That the statements made in the advertising of the "De Reszke" *American*—Mr. Millhoff's new Virginia blend—are bedrock truth is confirmed by smokers, whose words must carry weight with those who read them.

Arthur Bourchier, M.A., writes:—
"A 'De Reszke' *American* Cigarette—apart from the memories the name conjures up of some wonderful nights at the Opera in the good old times—is the safest smoke for a professional vocalist, be he actor, singer, or preacher."

Gervase Elwes, Esq., writes:—
"I must say I find the 'De Reszke' *American* Cigarettes very soft and mild and of agreeable flavour, and they do not appear to have any injurious effect on the throat."

Arnold Bennett, Esq., writes:—
"Mr. Arnold Bennett has tried the 'De Reszke' *American* Cigarettes and likes them very much, and he will be obliged if you will send him another box."

Matheson Lang, Esq., writes:—
"I find the 'De Reszke' *Americans* quite excellent. They have a delightful flavour and—what is a great thing to me—they are harmless to the throat."

20 for 1/5

10 for 8½d., 50 for 3/6, 100 for 6/10
SOLD EVERYWHERE
Or post free from J. Millhoff & Co, Ltd. (Dept. 70), 86, Piccadilly, London, W.1.

25 for 1/9

"De Reszke" American CIGARETTES

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D

A FOLDER SHOWING THE ADVERTISING MATERIAL WHICH CAN BE PLACED AT THE DISPOSAL OF WAR SAVINGS COMMITTEES AND ASSOCIATIONS—WHAT IN ORDINARY TRADING WOULD BE THE ADVERTISER'S OFFER OF ASSISTANCE TO HIS RETAILERS

have not quite so strongly impressed upon the public mind the urgent nature of the appeal for financial aid as they were doubtless intended to do.

In addition one may suppose there were the usual obstacles to be overcome, represented by the indecisive and dilatory methods characteristic of most Government departments.

The "War Savings" campaign started at the beginning of September, the "War Bonds" campaign a few weeks later. They are still being conducted vigorously and will probably continue for a long time to come.

It is therefore too early for the movement instituted by the advertising to have gained that momentum which will presently carry it forward: but some few rough figures are available to prove that very substantial progress has already been made.

During the week in which the campaign opened approximately 600,000 War Savings certificates were sold. That figure has by now been increased to 1,200,000—that is, it has been doubled.

During the first five weeks of the "War Bonds" campaign roughly £16,000,000 worth was the average sale each week.

In addition to these direct results the advertising has had a marked influence in increasing Post Office Savings Bank deposits. During September deposits exceeded withdrawals by £1,900,000; during October the balance had risen to £2,200,000. It may be added that eighteen months earlier this credit balance was no more than £150,000.

The "War Savings" and "War Bond" campaigns—which, by the way, are practically the first fully organised advertising campaigns conducted by and for the Government—naturally divide themselves into three sections, Press advertising, Press publicity of an editorial character, and "special"

(*Continued on page* 312.)

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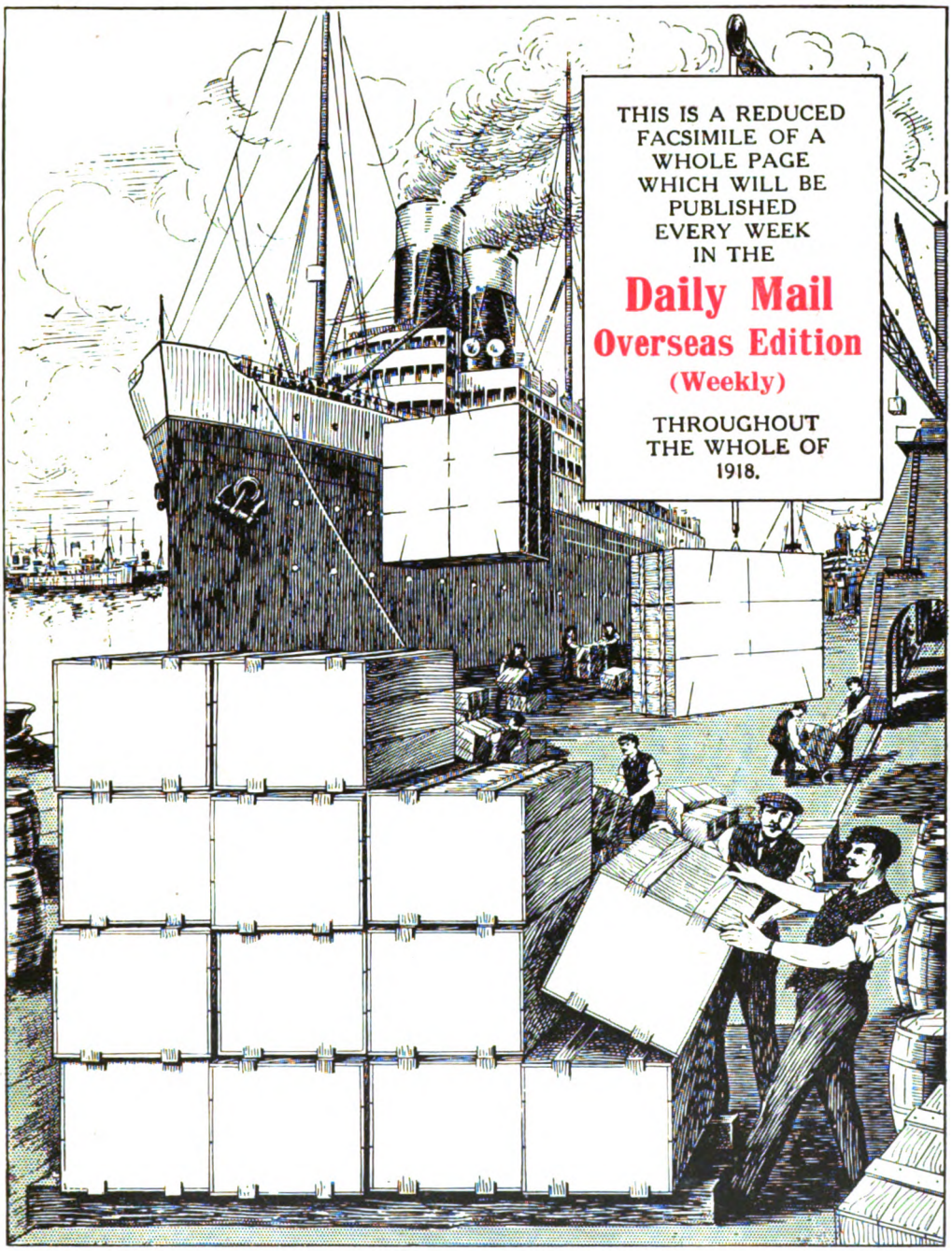
"HELPING TO CRUSH THE HUN"



British Manufacturers who wish to create NOW, apart from present trade purposes, a post-war pre-eminence for their wares in colonial and foreign markets should apply for particulars as to rates, etc., in this feature to:— The Advertisement Manager, "Overseas Daily Mail," 130 Fleet St., London, E.C.4

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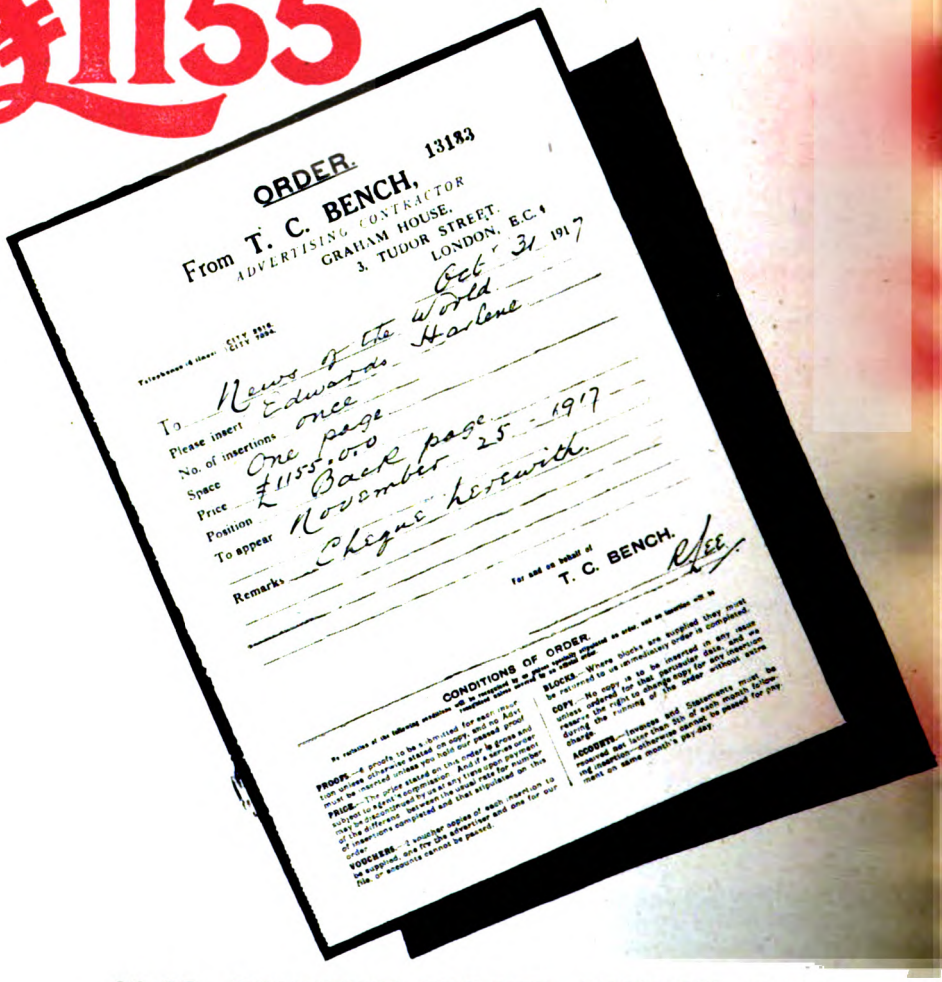
The Highest Pi
for a single insertion
in any newspaper in

£1155


ORDER. 13183

From T. C. BENCH,
ADVERTISING CONTRACTOR
GRAHAM HOUSE,
3, TUDOR STREET,
LONDON, E.C.4

Oct 31 1917

To News of the World
Please insert Edwards Harlene
No. of insertions once
Space One page
Price £1155.0.0
Position Back page
To appear November 25 1917
Remarks Cheque herewith.

for and on behalf of
T. C. BENCH.

CONDITIONS OF ORDER.

PROOFS.—A proof is to be submitted for each insertion unless otherwise stated on copy and no Advertisement must be inserted unless both copy and proof have been returned signed.

PRICE.—The price stated on this order is gross and subject to discount if any, but any alteration in the number of insertions, between the dates mentioned on this order, to be charged for at the actual rate for the number of insertions completed and that stipulated on this order.

VOUCHERS.—2 voucher copies of each insertion to be supplied, one for the advertiser and one for our file, or discounts cannot be passed.

BLOCKS.—Where blocks are supplied they must be returned to us immediately order is completed unless ordered for their permanent stay, when required, the right for charge copy for any insertions during the running of the order without extra charge.

COPY.—No copy is to be inserted in any issue unless received not later than 9th of month previous to insertion—otherwise cannot be passed for payment on same month's pay day.

30-32, BOUVERIE STREET, LONDON, E.C.4.

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ice ever paid

of an advertisement

he world was paid to

THE NEWS OF THE WORLD.

CERTIFIED CIRCULATION EXCEEDS

2,750,000

COPIES PER ISSUE,

THE LARGEST CIRCULATION IN THE WORLD.

Because:—

The News of The World is the only newspaper capable of providing RESULTS that justify the price.

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MEDIA USED IN THE "WAR SAVINGS" AND "WAR BOND" ADVERTISING CAMPAIGNS

The following list of media will be of particular interest as showing what publications it has been considered necessary to include in the most comprehensive of National campaigns. These publications named have all been dealt with from headquarters. It should be noted that the leading county newspapers have also been utilized by the County Committees.

LONDON DAILIES

Evening News
Pall Mall Gazette
Daily Express
Daily Telegraph
Morning Post
Evening Standard
Globe
Daily Mail
Daily Graphic
Times
Star
Daily Chronicle
Daily News
Daily Mirror
Daily Sketch
Financier
Financial Times
Financial News
Westminster Gazette
Morning Advertiser
Journal of Commerce

SUNDAY PAPERS

People
Sunday Times
The Observer
News of the World
Reynolds's Newspaper
Sunday Chronicle
Weekly Dispatch
The National News
Lloyd's Weekly
Sunday Herald
Referee
Umpire News
Sunday Pictorial

THE RELIGIOUS PRESS

Catholic Herald
Baptist Times
Methodist Times
The Christian
Methodist Recorder
Christian Globe
Christian Commonwealth
Jewish Chronicle and World
Christian World
Church Times
Guardian
Church Family Newspaper
Christian Herald
Catholic Fireside
Catholic Home Journal
English Churchman
Record
Life of Faith

LONDON NATIONAL WEEKLIES

Tit-Bits
Answers
Home Chat
Sunday Companion
Lady
London Opinion
Woman's Life
Illustrated London News
Truth
Economist
Pearson's Weekly
Statist
Sketch
Home Notes
Graphic
Weekly Telegraph
Canada
Financial World
Gentlewoman
Sphere
Bystander
Ideas
Money Market Review
Great Thoughts
Tablet
Cassell's Saturday Journal
Queen
Everyman
New Statesman
Tatler
Nation
British Weekly
Punch
Lady's Companion
London Teacher
Outlook
Land and Water
Saturday Review
Passing Show
Sporting and Dramatic News
Schoolmaster
Lady's Pictorial
British Citizen
Common Sense
Schoolmistress
Teacher's World
John Bull
Everywoman
Ladies' Companion
Ladies' Field
Public Opinion
Financial Review
New Witness
Common Cause
Joint Stock Companies Journal
Family Herald
Licensed Victuallers' Gazette
Country Life
Times Weekly Edition

THE MONTHLIES

Novel Magazine
Boy's Own Paper
Wide World Magazine
Girl's Own Paper
Storyteller
Pearson's Monthly
Cassell's Magazine
Quiver
Grand
World's Work
Woman at Home
Windsor Magazine
English Review
Royal Magazine
War Worker
System
Captain
Impressions
Sunday at Home
National Review
Vogue
Investor's Monthly Manual

PROVINCIAL DAILIES AND EVENING DAILIES

Aberdeen Free Press
Aberdeen Express
Aberdeen Gazette
Aberdeen Journal
Birmingham Evening Dispatch
Birmingham Post
Bath Herald
Bradford Daily Telegraph
Bristol Evening Times and Echo
Burton Evening Gazette
Bournemouth Echo
Blackburn Daily Telegraph
Birmingham Gazette
Birmingham Mail
Bradford Argus
Bolton Evening Chronicle
Bath and Wilts Chronicle
Bristol Times and Mirror
Brighton Evening Argus
Bristol Evening News
Burton Mail
Bolton Evening News
Cardiff Express
Cambria Leader
Derby Express
Dundee Courier
Dundee Advertiser
Dundee Telegraph
Derby Daily Telegraph
Eastern Morning News
Eastern Daily Press
Edinburgh Evening News
Eastern Evening News
East Anglian Daily Times
Exeter Daily Gazette
Edinburgh Evening Dispatch
Exeter Express and Echo
Guernsey Press
Guernsey Star
Glasgow Herald
Glasgow Evening Times
Glasgow Record
Glasgow Evening News
Glasgow Bulletin
Glasgow Citizen
Gloucester Evening Citizen
Grimsby Telegraph
Hull Daily Mail
Hastings Evening Argus
Halifax Guardian
Halifax Evening Courier
Hull Daily News
Huddersfield Examiner
Ipswich Star
Jersey Post
Kettering Telegraph
Lancashire Daily Post
Liverpool Courier
Liverpool Echo
Leicester Mail
Leeds Mercury
Liverpool Post
Liverpool Express
Lincoln Daily Echo
Leicester Mercury
Manchester Evening News
Manchester Evening Chronicle
Midland Daily Telegraph
Monmouthshire Evening Post
Manchester Guardian
Manchester Dispatch
Midland Daily Tribune
Newcastle Journal
Notts Express
Notts Guardian
North Star
Northern Mail
Northampton Echo
North Western Daily Mail
Newcastle Evening Chronicle
Northern Echo
North Eastern Gazette
Notts News
Notts Evening Post
Northampton Chronicle
North Mail
Oldham Chronicle
Oldham Standard
Portsmouth Evening News
Sheffield Telegraph
Staffs Sentinel
South Wales Daily Echo
Southern Daily Echo
Sunderland Echo
Sussex Daily News

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The Story of the War

IS TOLD BEST OF ALL IN

The Sphere

WHICH BY ITS INTERESTING DIAGRAMS AND BRILLIANT PICTURES HAS

NO RIVAL

AMONG WAR PAPERS

CONSEQUENTLY IT IS THE

Favourite War Paper

WITH THE

INTELLIGENT AND BETTER CLASS PUBLIC

AND THEREFORE IT IS

UNRIVALLED AS AN ADVERTISING MEDIUM

ADVERTISERS SHOULD WRITE FOR FURTHER INFORMATION AND RATES TO THE MANAGER (ADVERTISEMENT DEPARTMENT), 6 GREAT NEW STREET, E.C.

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Scarborough News (Evening)
Sheffield Independent
South Wales Daily Post
Scotsman
South Wales Daily News
South Wales Argus
Shields Daily Gazette
Scarborough Post
Swindon Herald
Shields Daily News
Western Daily Mercury
Western Daily Times
Wolverhampton Evening Express and Star
Worcester Daily Times
Western Mail
Western Morning News
Western Daily Press
Yorkshire Evening Post
Yorkshire Evening News
Yorkshire Telegraph and Star
Yorkshire Evening Press
Yorkshire Observer
Yorkshire Morning Post
Yorkshire Herald

LONDON AND SUBURBAN LOCAL WEEKLY PAPERS

Balham and Streatham Mercury
Balham and Tooting News and Mail
Barnes and Mortlake Herald
Battersea Borough News
Bayswater Chronicle
Bethnal Green News and Shoreditch Guardian
Bowes Park Weekly News
Brixton and Lambeth Gazette
Brixton and Streatham Times
Brockley and New Cross Borough News
Brockley News
Brixton Free Press
Bethnal Green Chronicle and Finsbury Gazette
Croydon Advertiser
Camberwell Borough Advertiser
Camberwell, Peckham and Dulwich News
Catford Journal and Bellingham Weekly News
City Press
Clapham and Balham Chronicle
Clapham Observer
Crystal Palace Advertiser
Dalton's Advertiser
Dulwich and Peckham Weekly Reporter
Dulwich Post
East End News and London Shipping Chronicle
East London Advertiser and Tower Hamlets Independent
East London Observer and Tower Hamlets and Borough of Hackney Chronicle
Eastern Post and City Chronicle
Enfield Gazette and Observer
Ealing Gazette
Finchley Press, Muswell Hill Mercury and Highgate Post
Finsbury Weekly News and Clerkenwell Chronicle
Forest Hill, Sydenham and Penge Examiner
Fulham Chronicle and West London Advertiser
Fulham Observer
Fulham and Walham Green News
Greenwich and Deptford Borough News
Hackney and Kingsland Gazette
Hackney and Stoke Newington Recorder
Hampstead and Highgate Express
Hampstead and St. John's Wood Advertiser
Hampstead Record
Hither Green Journal
Holborn Guardian
Holloway, Hornsey, Harringay and Muswell Hill Press
Hornsey and Finsbury Park Journal
Hendon and Finchley Times
Hackney Spectator
Harrow Observer
Harrow Gazette
Islington Weekly Gazette
Islington Gazette
Ilford Guardian
Indicator
Islington News
Kentish Independent and Kentish Mail
Kensington Express
Kensington News and West London Times
Kentish Mercury
Lewisham Borough News
Lewisham Journal
Lewisham, Lee, Catford, and Hither Green Advertiser
Marylebone Mercury and West London Gazette
Marylebone Record and West London News
Marylebone Times and Independent
Merton and Wimbledon Mercury
Muswell Hill Record
Middlesex Chronicle
Middlesex and Bucks Advertiser (Series)
Ealing Gazette (Series)
New Cross, Brockley and Deptford Free Press
North London Guardian, Stoke Newington and South Hornsey Chronicle
North Middlesex Chronicle
Norwood Observer, Herne Hill and Dulwich Recorder
Norwood Press and Dulwich Advertiser
Norwood Review and Crystal Palace Reporter
Norwood Weekly Herald
Norwood News
Paddington Advertiser
Paddington Mercury
Paddington Gazette and Weekly Register
Paddington Times
Palmer's Green and Southgate Gazette
Penge and Anerley Press
Penge, Anerley and Norwood News
St. Pancras Chronicle
St. Pancras Guardian
St. Pancras Gazette
Surrey Comet
South London Press
South London Observer, Camberwell and Peckham Times
South Western Star
Southwark and Bermondsey Recorder and South London Gazette
Streatham News and Borough of Wandsworth Chronicle
Sydenham Review and Crystal Palace Reporter
Sydenham and Forest Hill Borough News
Sydenham, Forest Hill and Penge Gazette
Tooting and Balham Gazette
Tooting and Mitcham Mercury
Willesden Citizen
Willesden Chronicle
West London Observer
Wimbledon Borough News
West Middlesex Times
Wandsworth Borough News
West London and Fulham Times
West London Press (Chelsea News)
Islington Guardian
West London Reporter
Westminster Express
Westminster Mail and West London Gazette
Wood Green Sentinel
Woolwich Gazette and Plumstead News
Woolwich Herald
Richmond Times
Westminster and Pimlico News
Tottenham Herald
Croydon Times
Barnet Press
Lee Journal
Ilford Recorder
Acton District Post
Acton Gazette
Acton Express
Chiswick Express
Chiswick Gazette
Chiswick Times
County of Middlesex Independent
Enfield Gazette
Hanwell Gazette
Hendon Advertiser
Kilburn Times
Middlesex County Times
Pinner Gazette
Pinner Observer
Ruislip Northwood Courier
Southall Gazette
Stanmore Gazette
Stanmore Observer
Tottenham (Wednesday) Herald
Twickenham Herald
Uxbridge Gazette
Wealdstone Gazette
Wealdstone Observer
Wembley Gazette
Wembley Observer
West Middlesex Times

IRISH PAPERS

Freeman's Journal
Northern Whig
Belfast Evening Telegraph
Cork Examiner
Belfast Newsletter
Irish Independent
Irish Times
Cork Constitution

Items are constantly being added to this list: any omission that may be noted is owing to the fact that the medium in question was added since the list was first compiled.

publicity, including the supply of advertising matter to Committees and Associations, the organisation of meetings, and the devising and carrying out of such "stunts" as may be considered useful from time to time to stimulate national or local effort.

For the "special" publicity Mr. H. Holford Bottomley is immediately responsible; the Press publicity, paid and unpaid, is under the general direction of Mr. C. F. Higham. These two gentlemen work in close association, and both are, of course, under the control of the National War Savings Committee.

The magnitude of the Press adver-

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NASH'S
GETS RESULTS

SAWARD, BAKER & CO.,
ADVERTISING SERVICE AGENTS,
27 Chancery Lane, London, W.C.2.

The Advt. Department,
"NASH'S" Magazine.

14th September 1917

Gentlemen,

Enclosed we have the pleasure to send you our formal order in behalf of Messrs. McClinton's Ltd., for the inside back cover of "Nash's" Magazine throughout 1918.

We should like to take this opportunity of saying that our policy in persuading our clients to continue their advertising in "Nash's", despite somewhat troublous times, has been more than justified.

We, of course, carefully tabulate the results of our clients' advertisements in the various media, and you will be interested to know that an analysis of the returns for the eight months ending August this year, puts "Nash's" well at the head of the monthly magazines, both for direct Cash Sales and Sample enquiries. In comparison with another magazine in results - also an excellent medium - "Nash's" shows a pulling power of about 7 to 4. Similar results are shown by the records of some of our other clients.

Yours faithfully,

SAWARD, BAKER and Co.

H. G. Saward

Present Rates £40 per page and pro rata.
The Advertisement Manager, "Nash's" Magazine,
69 Fleet Street, E.C.4.

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tising campaign will best be understood by the accompanying list of media employed. Securing of spaces, determination of prices, and issuing of copy—in the form of matrices—in connection with such a list of media as this, is as may be understood, no light task, not to mention checking of insertion and other office work involved. The task is indeed heavy and continuous, but it goes forward.

For the assistance of editors the Press publicity department, consisting of half-a-dozen able writers under Mr. Higham's general direction, issues every week a "leading" article, a lively "special" and innumerable paragraphs and items. These are very extensively used, especially by the smaller provincial, county and borough journals, and secure an enormous amount of a very high grade of publicity.

An interesting feature of Mr. Bottomley's department is a small corps of experienced organisers and, if one may put it so, "sales stimulators," whose services are at the disposal of the 1,500 Committees and 36,000 Associations, and are much in demand by them.

The advertising material issued and prepared includes a variety of Press displays, posters, a booklet, bookmarks, a showcard for display in banks, literary and pictorial matter for lantern lectures, a cinema film, and some smaller items.

In quality the bulk of this material is distinctly good, though we should not at all like to say that it could not be bettered in some cases. We cannot help thinking that the best of our copy-writers and "lay-out" experts, given a perfectly free hand, could easily devise Press announcements, etc., more arresting and vital.

It is unfortunate that so few of those called in to assist the Government are ever given a chance of doing their very best.

We were, at all events, very pleased to note the appearance of copy appealing rather to intimate human instincts and warm human emotions than to a cold common sense that is comparatively rare. Some of these announcements are reproduced as illustrations to this article, and, we think it will be generally agreed, are thoroughly well designed to make the impression that the mere formal offer and explanation so often fail to do.

It is interesting to note that the directors of the "War Savings" campaign are asking all our principal advertisers to devote some of their newspaper space during the first week in December to a "War Savings" appeal.

It is already certain that a very large amount of space will in this way be contributed to the national cause.

In conducting this particular effort, Mr. Bottomley has been assisted by Mr. Louis Kaufmann, of *Truth*.

Just as we go to press we are informed that at the request of Sir Robert Kindersley, the Chancellor of the Exchequer has appointed Mr. G. A. Sutton a member of the National War Savings Committee. Mr. Sutton will specially represent the Press and Publicity work of the organisation on the Committee. Mr. Bottomley and Mr. Higham of course retain their executive offices.

(*Paper Restriction Order—continued from p.* 287.)

measurement of any poster is not to exceed 2,400 square inches, and prohibits the posting on any one wall, hoarding or place a number of posters relating to the same subject-matter or business which in the aggregate exceed a superficial area of 2,400 square inches, except at the place of business of the person advertising, in which case no one poster exhibited is to exceed the same superficial area. Not only the exhibitor but also the maker of the poster is liable for any offence against the Order.

The Commission on November 8th granted a general licence to all persons to complete and exhibit posters which exceed 2,400 square inches superficial measurement, provided the printing of such posters was commenced on or before March 2nd, 1917, and were actually in stock on or before October 22nd, 1917, with a printer, billposter or advertiser.

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Advertisers should Note

that the rates for advertisements in *The Tatler* are increased as from the 1st January next. The new rates are fully justified, indeed more than justified, by the present circulation of *The Tatler*, whilst they are made imperative by the price of paper.

Even the rates now quoted are much below the standard recognised as being the proper value for this class of publication.

The management has striven, and still strives, to keep rates as low as possible, consistent with the cost of production, and has fixed its rates from this point of view rather than from that of the accepted value per thousand of this class of publication.

If guaranteed circulations are compared, no publication of the class offers better value than

"THE TATLER"

There threatens to be a serious shortage of paper next year and it may be necessary to considerably curtail the number of pages allotted to advertisements. Advertisers, therefore, who wish to share in the excellent results which *The Tatler* has been yielding should write at once for a new scale of rates, if they have not already received it by post, and secure what space they would like to book without delay.

Address—The Manager,
Advertisement Department,
"THE TATLER,"
6 Great New Street, E.C.

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OVERSEAS ADVERTISING

Openings for Trade

The Royal Colonial Institute has published extracts from a series of reports which have been received by its Trade and Industry Committee concerning trade prospects in various parts of the world, and the best means of getting in touch with the different markets. It is, of course, realised that under present conditions it is not practicable to do much in the way of opening up new markets, but these reports are issued with a view to stimulating inquiries in readiness for happier times.

The importance of closer study of foreign markets is emphasised, and correspondents impress the need of British firms sending out more representatives and providing them with better catalogues and samples. The reports are optimistic as a whole, and it is generally felt that the outlook for British trade after the war is good if manufacturers will adapt themselves to the requirements of the markets. For instance, the Kaffir fashion in blankets just now is for vertical and not horizontal stripes. Points like these are worth studying.

From China a correspondent urges the importance of a more energetic and thorough policy of advertising, saying: "The one way to advertise with the Chinese is to let the consumer see the goods. Samples will do in some cases, goods on consignment in others, or even goods on deferred payment." Another correspondent in China, writing from Shanghai, draws attention to the establishment of British Chambers of Commerce in various Chinese ports, and says that to them applications should be made for local information. Only Britishers are available for membership.

From Trinidad a correspondent writes that at no period has the need been so great for British firms to have their own commercial representatives on the spot, and that if the market is to be controlled by our merchants they must follow its needs more closely, supplying better catalogues, and more samples of their goods. These methods, they say, are being followed by the Americans, with the natural result that the trade which had been in the hands of German firms before the war is now falling to Americans.

The Trade and Industry Committee of the Institute is ready to help British firms in obtaining information about any market.

The Association of Advertising Women.

AT THEIR last meeting Mr. F. E. Richards descended upon the Association of Advertising Women with some revolutionary ideas upon the subject of "Art in Relation to Advertising."

Mr. Richards has the courage of his opinions and needed them to the full in setting forth the surprising assertion that the first object in advertising must not be to sell goods. The public, in Mr. Richards's view, must be given advertisements which will elevate their taste even if they do not pull such successful results as those in which only the selling point of view has been taken into consideration.

Mr. Richards has an exalted opinion of the inherent soundness of public taste, and he regards advertising as a profession with which art in all its essential principles should go hand in hand. Genuineness, originality, the use of the brain, the value of personality and the importance of a sense of fitness were all essential points which the speaker urged should be used throughout the whole field of advertising, and art, in the highest sense of the word, can, in Mr. Richards's opinion, go hand in hand with advertising.

A most interesting discussion followed, in which the members hotly contested many of the speaker's assertions from the point of view of practical experience.

The next meeting will be held on December 10th, at the Emerson Club, 19, Buckingham Street, W.C.2, when Miss Horniman will speak upon her dramatic experiences.

National Advertising Society.

THE ADJOURNED quarterly meeting of the above Society was held on the 19th, Mr. C. D. Fastnedge presiding.

The Chairman in reviewing the work of the committee during the past quarter stated that the finances were still satisfactory. Grants to the amount of upwards of £350 had been made by the Benevolent Committee. One member of the Voluntary Sickness Benefit Fund had been killed in action, and although there was no liability upon the society to pay the death claim, the committee had made his widow and infant a grant of £20. No claim for sickness benefit in the Voluntary Section had been made, and the fund now stood at upwards of £500.

As regards the State section this was progressing, though not at the rate desired. The sickness experience was very light, £27 having been paid out during the quarter. The funds now to the credit of its members were upwards of £700. A Bill had recently been introduced into Parliament which would materially help their society in many ways. Transfers could be more easily arranged than at present, and the whole of the profits arising from the favourable experience of the members would be available for the benefit of the members instead of being applied, in a pooling arrangement, to meet deficiencies of other societies. It would therefore be considerably to the advantage of advertising men to insure in their own Society.

The acts of the committee for the past quarter were unanimously approved.

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LETTERS FROM

NEW YORK—NAPLES—ALGIERS

From such widely-sundered places as New York, Naples, and Algiers, letters have reached us in reply to our advertisement, offering to send to bonâ fide advertisers reprints of stories of successful Advertising Campaigns we have recently conducted on behalf of our clients.

We were pleased to receive these letters, and to send copies of the reprints, because we consider it the duty of every Agency to stimulate interest in advertising in every possible way.

The stories originally appeared in "The Advertising World," "The Advertiser's Weekly," and "Selling and Advertising." They show what our work looks like from the standpoint of the well-informed and independent critic of advertising.

We now have pleasure in repeating our offer to send copies of the reprints to any bonâ fide advertiser in any part of the world, on application.

CHARLES POOL & CO., LTD.,

THE PERSONAL SERVICE AGENCY WITH 50 YEARS' EXPERIENCE

180-181, Fleet Street, London, E.C.4.

'Phones: CITY 1473-4. Telegrams: "ADVEXERO, LONDON."

Just Published.

ELBERT HUBBARD,

Master Man.

By W. Bevan James.

It was Elbert Hubbard who wrote "A Message to Garcia," which has been a mental tonic to millions.

INITIATIVE, EFFICIENCY, ENTHUSIASM

—the secrets of "doing things" successfully. Catch the spirit of these as you read this bracing sketch of a big man and his work. Every employer and every employee should have "Elbert Hubbard, Master Man." It includes extracts from his writings. Clear type, good paper, attractive portrait cover. Handy size for easy reading.

6d. net.

See that every member of your Staff has a copy. Order from your Bookseller To-day.

LONDON: C. W. DANIEL, LTD.,
GRAHAM HOUSE, TUDOR ST., E.C.4

THE CORNUBIAN

FOUNDED A.D. 1863

REDRUTH.

Reconstruction Supplement.

"I WELCOME THE PUBLICATION OF A RECONSTRUCTION NUMBER OF THE CORNUBIAN."—

Dr. C. Addison, the Minister for Reconstruction.

This number appeals to Capital and Labour concerned in shipping, fisheries: iron ore, tin and other mining products: clay works and allied manufactures: farms and small holdings.

A few spaces remained when the "A.W." formes closed. Do not delay. Instruct your Agents, or send your order direct to-day. Remember we go to press for an early "overseas mail" day.

R. F. REYNOLDS

CORNUBIAN PRESS LTD.

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THE ADVERTISING MAN'S LIBRARY

A Copy-writer's Novel

"The Judge's Ruling." By Robert J. Kelly. Mills and Boon, Ltd.

The advertisement copy-writer of to-day is, we may assume, so much in the habit of setting down "the truth, the whole truth, and nothing but the truth" that the production of a work of fiction must present peculiar difficulties to him.

Mr. Robert J. Kelly has, however, overcome the professional passion for verity which, no doubt, he possesses; and in *The Judge's Ruling* has given us a story which not even the most credulous would regard as belonging to other than the realm of make-believe. Its points of contact with the world of reality are so slight as to be in effect indiscoverable.

The story has its ingenuities in construction—they unfortunately show themselves all too plainly—as well as in incident; but it rests upon a framework of altogether unacceptable improbabilities. The long arm of coincidence is brought in at every turn to keep the author's machinery in movement.

In a somewhat similar way one or two of the characters of the story are not initially ill-conceived; but Mr. Kelly's only recipe for individualising them seems to be to exaggerate their several peculiarities until they become grotesques, with only a conventional resemblance to human beings.

Yet notwithstanding its many defects and shortcomings *The Judge's Ruling* is not at all unreadable, though it is sometimes irritating. The mad adventures of his chosen fantastics are entertaining enough to while away a very pleasant hour or two: all the more so perhaps that one's emotions are not in any way stirred by the perils and woes, villainies and exposures of what are so plainly merely Jack o'lanterns of their creator's imagination.

That these creatures have been given a sort of elfin life of their own we with pleasure admit. The reader feels that perhaps in some odd corner of dreamland just such quaintly eccentric beings might be led into just such a coil of circumstances. For as long as the author is content to let us believe that his puppets belong to a brighter and madder world than this they are in their own manner convincing; as soon as he tries to convince us of their humanity we lose all belief in them.

Mr. Kelly, unlike so many modern story-tellers, writes with a nice feeling for just expression and a refreshing sense of literary form. His work is sometimes too self-conscious, it is never slovenly; which may be counted to him for salvation.

One of these days he will probably write a really first-class story; though he has scarcely done so in *The Judge's Ruling*. Whether that story will take the shape of an unashamed fantasy or incline to be a transcript of ordinary human happenings we should not care to prognosticate. On the evidence of the book before us it might do either.

"How to Reduce Selling Costs." By Paul E. Derrick. Messrs. George Newnes. Second Edition.

We note with pleasure that Mr. Paul E. Derrick's book *How to Reduce Selling Costs*, reviewed in our issue of last December, has proved such a success that a second edition has been published.

In this second edition Mr. Derrick has the advantage of being able to publish a number of testimonies from the heads of several great business houses, endorsing the views he has expressed, and paying tribute to the value of the book. For instance, Mr. W. H. Webb, of the Old Bleach Linen Company, Ireland, writes: "My genuine appreciation of your book is shown by my obtaining copies, and sending them to all our representatives on the road. I personally read it very carefully twice. I know that I profited very much, and my representatives have told me the same thing." Mr. W. H. Veno writes very much to the same effect. This confirmation of the author's views by a large body of expert opinion is very valuable.

Mr. Derrick, in the preface to the second edition, referring to these tributes says: "As a pioneer in opening up a new point of view concerning a very old and immensely important subject, it is a great satisfaction to find my conclusions received with such complete unanimity by those best qualified to pass opinion. It is also worth noting that the important Press of the United Kingdom unanimously supports my conclusions, and concurs in my appeal for reform in selling methods."

"Word Book of the English Tongue." George Routledge and Sons, Ltd. 1s. 6d. net.

A little book which, at the present time especially, should meet with a sympathetic reception is the *Word Book of the English Tongue* in which the author, who modestly uses only his initials, C. L. D., sets out to give English words as equivalents for the many words of foreign origin which have crept into our language. Objection may be taken by C. L. D. at the very outset to our use of the word equivalent in noticing his book, for we realise that we are departing from his ideal, but the fact is that our author does not present us in his book with what we feel to be a satisfactory choice of other terms. And that is where we think C. L. D. rather fails. Praiseworthy as is his object, his desire to confine people strictly to the use of Old English or Saxon words seems to us sadly to limit nicety

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Memorandum

Make a note of this and mark it Urgent

On January 1st, 1918, the advertising rights on the cars of the Dudley, Stourbridge and District Electric Traction Co., Ltd., Birmingham District Power and Traction Co., Ltd., South Staffordshire Tramways (Lessee) Co., Ltd., and Wolverhampton District Electric Tramways, Ltd., operated by the Birmingham and Midland Joint Committee, pass under the sole control of the Advertising Committee of the British Electrical Federation, Ltd. Consequently all spaces are now open to advertisers from that date onward.

There are some 200 tram cars, which carry approximately 53,850,084 passengers annually. Immediate application should be made for special positions.

For particulars and terms write to:

THE ADVERTISING MANAGER,

The British Electrical Federation, Ltd.

1 KINGSWAY, LONDON, W.C.2

BIG RESULTS £1,500
from Small Expenditure 12/- Advt.

FIGURES THAT SPEAK FOR THEMSELVES:

A small advertisement in the "Christian Herald" offering two Debentures of £25 each brings applications for over £1,500.

AS further proof of the extraordinary results obtained from advertising in the "Christian Herald," we would draw attention to striking figures in connection with the advertising of a firm of Clothiers. This firm writes us that in February, 1916, when they were running a 2½ inches wide column advertisement at a cost of

£6 5s. per week, the average weekly result from the advertisement was **£50.**

Dr. W. G. HARTOG, M.A., F.R.S.L., etc., Director of the Syndicate Publishing Co., writes on September 27th, 1917, to the

CHRISTIAN HERALD

"I feel sure that it will interest you to know that in response to three small advertisements which this Company inserted in your paper during August, the worst time of the year for advertising, the total cost of which at your full rates amounted to £85, we have sold up to date approximately **1,500** Dictionaries at prices varying from **6s. 3d.** to **£1**, and orders are still coming in at the rate of 20 to 30 per day. These figures testify better than any words I can say to the extraordinary pulling powers of your paper, and to the confidence which your readers have in the 'Christian Herald.'"

Thus the "Christian Herald" is one of the foremost weekly periodicals—foremost in circulation, foremost in responsiveness, foremost in results. Get the "C.H." on to your list for a series contract NOW, at the strategical moment. The circulation has averaged weekly well over a quarter of a million copies for the last 20 years, and assuming each copy is read by three or four persons, the advertisements come under the notice of

OVER A MILLION READERS.

There is now so much demand for advertising space in the "Christian Herald," advertisers should at once apply for Specimen Copies and Rate Card to Advertisement Manager, 6 Tudor St., London, E.C.4.

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of expression, for many of the words he mislikes appear to us to have no exact equivalent in the terms he prefers, forcible though our old tongue is. Good as it is to use, as far as may be, our fine old words, it seems a pity to narrow a language and restrict the choice of terms. That is why, while recognising the value of this Word Book, we feel we cannot fully praise it. We will give one or two illustrations to show our meaning. Thus for "clergy" we are given "the cloth" or "the shovel hat," both of which seem entirely to fail in their purpose, while for "colic" we are given "belly ache" or "gripes."

Links with the Past: The Eagle and British Dominions Insurance Co. By A. F. Shepherd.

Mr. A. F. Shepherd, organisation and publicity manager of the Eagle and British Dominions Insurance Co., has written for it a history of its origin and development which merits the warmest praise. And the book is something more. It is a sketch of the growth of the principle of insurance from its early days, outlined in simple fashion with a facile pen and a keen eye to the picturesque. We are told enough to make the subject very human and are never burdened with too much detail. Indeed, the "human" note is predominant from start to finish, and the story is told in such an easy, readable manner as to make the book an admirable specimen of its kind. The Eagle Insurance Co. dates back for more than 100 years, and into its early days we get many an attractive peep, derived from old records and the like. The British Dominions Insurance Co. is an absolutely modern institution, and its growth, largely due to the quite exceptional skill with which it has been advertised, is one of the business romances of this decade. It shows that we have in our midst to-day in men like its founder, Mr. E. M. Mountain, master minds equal to the facing and successful overcoming of any of the problems which will have to be confronted in the near future.

The manner in which the book has been produced is delightful. It is bound in calf, with gold tooling, and the end papers are charming specimens of this form of decoration. Its illustrations, too, are most attractive, some of them reproductions of Mr. E. Coffin's dainty pen-and-ink sketches and others from old prints. In all they number about one hundred and ten, so it will be seen in this respect also that the volume is produced in lavish style. The type is nicely set upon the page. For the choice of the somewhat hackneyed title "Links with the Past" there may be excellent reasons.

Daily Mail Year Book.

The Daily Mail Year Book for 1918, now in its eighteenth year, was published a few days ago, and will be found extremely useful in all offices and to all literary men, so wide a field of information does it cover. As the price is only 9d. it is certainly within the reach of all. Naturally the war in its varied aspects, and the preparation for the peace to follow, play a large part in the mapping out of the contents of the little volume, and among the writers are Mr. F. W. Wile on "What Germany Wants—Peace," Lord Sydenham on "Submarines and the War," Mr. H. W. Wilson, Mr. G. J. Wardle, M.P., on "What Labour Wants," and Viscount Gladstone. As usual, full statistics are given as to the country's trade and finances, population, the members of Parliament, and a thousand other subjects.

A NEW ELEMENT IN ADVERTISING

How the Conquest of the Air is Opening up a New Field of Action for Advertisers and Advertising Men

IT IS no more than fourteen years ago that a roughly-sketched biplane, piloted by Mr. Orville Wright, was first induced to maintain itself in the air for some few yards.

Not until 1908 was a flight of one mile achieved; but before the end of that year over seventy-seven miles of continuous flight, occupying two hours twenty minutes, was put upon the records of aviation.

This quick advance is typical of the rapidity with which flight with heavier-than-air machines has developed into what it has become to-day. It has been an all-round development, in speed, climbing capacity, lifting capacity, staying power, and, most important of all, in reliability.

A variety of special types of machines have been evolved, each possessed of its own special virtues, and some of these are no more dangerous "mounts" to a competent airman than a bicycle is to its rider.

During the past two or three years the development of the aeroplane has been stimulated to an astonishing degree by the urgent requirements of the war; but in any case it would have been speedy.

To-day it has reached a point that makes it clear that in a world of peace, as well as in a world of war, the aeroplane will have a great part to play. It will exert a powerful influence upon every department of human affairs, for quick communication of ideas and quick distribution of commodities, with quick transit of passengers, are the most potent forces now shaping the future of civilisation.

Already the aeroplane stands as the symbol of a great industry; though that industry is clearly but the faint foreshadowing of what it will become.

The industry has a very efficient technical Press of its own, and the amount and quality of the advertising carried by it affords one of the most illuminating evidences of the important

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position even now attained by aviation in the world's affairs.

Since much of this advertising is directed solely to the future—the full output of the advertisers being "for the duration" absorbed by the Government—it is plain that makers of aeroplanes, engines, parts and fittings are confident that peace will not mean any set-back to their industry, even of a temporary nature.

Their confidence will surely be justified, for the endless possibilities of the aeroplane for business purposes other than military need only to be demonstrated to make an instant impression; while numberless adventurous "joy-riders" will hail the advent of a new sport with enthusiasm, as soon as "joy-riding" on aeroplanes or otherwise becomes once more permissible.

Before long there will be a steadily growing influx of aviation advertisements into the general Press, but the technical periodicals, as in the case of those devoted to motoring, may be relied upon not only to maintain their position, but to grow with the industry they serve.

Those who conduct such papers have an unusually interesting, if perhaps unusually difficult, task to perform, for they serve both "the trade" and the consumer. This multiplies the occasions for exercising a nice sense of editorial tact and discretion, but it also gives to papers of this class a broad basis of usefulness and security.

Their lay readers are enthusiastically interested in their subject-matter, and so provide the advertisers with a circulation of a very select kind in which there is not the smallest percentage of waste. They are as ready to listen to the salesman as though they had called at his office, for they *want* to know what he has to say.

To readers such as these the advertiser can address himself at regular intervals, explaining his latest achievements and marking his progress, with an assurance of obtaining an eager and interested audience of precisely the sort of people he most desires to reach.

He may be as technical as he likes as long as he is not obscure, for he is speaking always to those who are informed or anxious to inform themselves.

It is fairly evident that the advertiser requires small inducement from without to support publications of so useful a class. They recommend themselves to anyone capable of thinking.

A highly specialised business cannot do without a highly specialised Press of its own in these days of scientific advertising—however it may use the general Press in addition. It is very satisfactory to note that our newest industry will commence its peace-time operations with a Press that is worthy of it.

THE AEROPLANE.

IT IS frequently the lot of the pioneer, through force of circumstances over which he has no control, to stand aside and watch others reap the fruits of his enterprise. Though *The Aeroplane* can claim to be a pioneer aeronautical newspaper, it has happily been able

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OFFICIAL ORGAN OF THE
ROYAL AERO CLUB.

FLIGHT
&
The AIRCRAFT ENGINEER.

THREE PENCE WEEKLY

PREMIER
AND
FIRST
AERO WEEKLY
IN
THE WORLD

The Advertisers' Medium.

PUBLISHING OFFICES:
36 GT. QUEEN ST., KINGSWAY,
W.C.2.

Telephone:
Gerrard 1828.

Telegrams:
Truditur, Westcent, London.

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to continue its work now that the much dreamed-of air fleet has come into being. *The Aeroplane* started as a small weekly, when only those with great foresight could see any possibility of an aircraft industry developing. Now it is a large and important weekly, and the confidence with which it is regarded by the whole aircraft industry is proved by the strong advertising support which it enjoys. This confidence is very largely born of the prescience of those who have contributed to its pages for many years, and a most accurate forecast of the happenings of the future has been made throughout its career.

The incidence of the present war was foreseen, and the British Government consistently warned against the preparations which Germany was making for the creation of an overwhelming air fleet. As long ago as 1912 *The Aeroplane* produced large diagrams demonstrating the menace which hung over this country from Germany, contemporary long-distance flights being cited as evidence thereof. *The Aeroplane* gave warning of what was to come when the Army Air Battalion consisted of only six officer aviators and when the Naval aviation only included four officers. The early agitations for adequate aerial defences were continued consistently until the outbreak of war, in warning of what was to come. Since then the interests of the aircraft industry have been watched with jealous care, and public opinion, aroused by fearless articles in *The Aeroplane*, has undoubtedly been responsible for many reforms in Government administration.

FLIGHT.

FLIGHT, WHICH enjoys the advantage of being the official organ of the Royal Aero Club of the United Kingdom, was established almost exactly nine years ago. Like many another fine property it started in a very modest way, as did the industry of which it is so worthy an exponent, but it has grown now to quite a bulky paper, consisting, as it does, of some 96 pages weekly. Of these a very goodly proportion indeed are occupied by advertisements. In simple truth, perusal of a paper like *Flight* is something of a revelation to those who had not studied the development of flying, for it brings home to the reader the importance of the industry.

Flight affords wonderful value for the threepence charged for it. Describing itself as "a journal devoted to the interests, practice and progress of aerial locomotion and transport," the diagram illustrations of technical matters are among its most useful features. While speaking of the paper, it may be added that its offices have just been removed to 36 Great Queen Street, Kingsway.

AERONAUTICS.

THE GREAT amount of advertising carried by *Aeronautics* is conclusive proof of the esteem in which the paper is held by those engaged in the aircraft industry, and of the extent to which the business has developed, for out of a 48-page paper 28 pages in a recent issue were taken by advertisers. This was exclusive of covers. Nor was the issue a special number. *Aeronautics* is a weekly devoted to the technique and industry of the business, and its conductors are particularly proud of the fact that they foresaw and foretold the brilliant prospects of the future. Already those prophecies have been in large measure fulfilled, and a greater future still is dawning for the industry. In that development *Aeronautics* is likely to play a worthy and an important part, and to share in full measure the prosperity the business is certain to enjoy.

Even to-day, says a writer in a recent issue of the paper, "Despite the excess profits duty, I suppose there must be dozens of people paying supertax on the income they derive from the industry." The advertisements in *Aeronautics* certainly suggest that such is the case. The editorial matter is very informative, and the paper of the utmost value to all concerned in flying.

AIRCRAFT.

AIRCRAFT IS in no way connected with any aircraft firm, organisation or political party, nor have the proprietors any interest to serve excepting that of the British aircraft industry. The aim of the journal is to present an accurate summary of the progress of aeronautics throughout the world. The policy of the journal aims at gathering all the latest scientific developments, encouraging scientific research, developing the various branches of aviation, assisting the growth of auxiliary industries and arousing an active public interest in aerial navigation.

Committed only to serving the broad interests of the aircraft industry in the British Empire, its pages are wholly free from bias, and the proprietors claim that no other aviation publication has such a wide distribution in foreign countries as *Aircraft*, whilst the fact that the size of the journal has been nearly doubled within a year, notwithstanding the difficulties associated with the publishing trade, speaks volumes for its progress, and the demands being made upon its space.

THE CAR.

The Car is a paper which must not be overlooked by advertisers who wish to reach aviators and makers of aeroplanes and the accessories thereto. Its issues, and particularly the monthly supplement, are of supreme interest to advertisers. They are regularly read by manufacturers of flying machines, members of the air services, and a large proportion of members of the Royal Automobile and Royal Aero Clubs. Lord Montagu of Beaulieu, the founder of the paper, has long been recognised as a prophet and an advanced thinker in aircraft matters, and though the supplement, to which we have referred, was but recently started, *The Car* has been for years devoting a considerable portion of its pages to aviation matters. Articles and illustrations by recognised experts appear in each issue. The excellent paper on which *The Car* is printed enables the pictures to be reproduced in the very best style.

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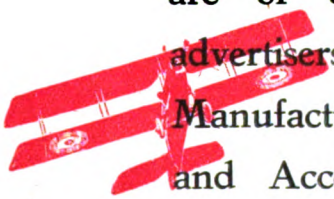
The **Monthly**

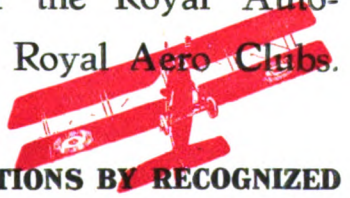
AVIATION ISSUES *of*

THE CAR

(FOUNDED BY LORD MONTAGU OF BEAULIEU, C.S.I.)

are of *supreme interest* to advertisers who wish to reach Manufacturers of Aeroplanes and Accessories, Members of the Air Services, and Heads of Government Departments, besides a large proportion of Members of the Royal Automobile and Royal Aero Clubs.





ARTICLES AND ILLUSTRATIONS BY RECOGNIZED EXPERTS APPEAR IN EACH ISSUE.

Published on the last Wednesday in each month at Regent House, Kingsway, London, W.C.2. Telephone: 1068 Regent.

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ADVERTISEMENT REPRESENTATIVES IN THE WAR

How *Sphere* and *Tatler* Men have won Distinction

By GEORGE KING

THE EDITOR has asked me what my advertisement staff has done during the war. I would like to tell what the whole staff of *The Sphere* and *Tatler* has done, but as I am asked only about the staff of the advertisement department I will comply with his wishes.

Prior to the war I had an outdoor representative on *The Sphere*, Mr. J. E. Bewsher, who remains with me still, being, like myself, too advanced in age to join in what has been rightly called "A Young Man's War." He has been with me for many years and I regard him as a most valued assistant and a trusted friend.

On *The Tatler* I had two outdoor representatives, W. N. Campbell, who had retired from the Indian Army with the rank of Major before he joined me, and Robert Wells, whose hobby was the Territorial Artillery, in which he was a sergeant.

Then I had two clerks in that department, George Tidbury, who was senior and "make up" clerk, and Gillies, copy clerk. All four are in khaki, and women have taken their places temporarily.

First, as to Campbell. Naturally, as an old soldier, he offered his services on the outbreak of war.

He was first posted as Major to a Kitchener Regiment in East Anglia, and a bit of a martinet he must have been. He was an old Anglo-Indian officer, you will remember. He has related his experiences to me. "Just fancy," he said, "these young Kitchener officers! I order a parade at 9 o'clock, and some of them saunter on at three minutes past nine! I had to talk to them somewhat severely." I think we can all size up that "severely." But they are veteran soldiers now, those young Kitchener officers, and well understand the need of punctuality.

But Campbell was soon sent to a post where he could be more useful. He was appointed D.A.A.G. to the Indian Army in France—a rather well-paid post, by the way—having for his office a Bishop's Palace.

With the transfer of the Indian regiments to Mesopotamia Campbell went there also, and became A.A.G. and Lieutenant-Colonel. I have had most delightful letters from him from that interesting part of the world.

He has done good work there, for lately he has become Deputy Adjutant-General (there is only one higher rank, Adjutant-General) of the Indian Army, and that necessarily carries the rank of Brigadier-General, whilst he has received at different times the Distinguished Service Order and the Russian Order of St. Vladimar, and more recently has become a Companion of the Order of St. Michael and St. George.

My junior advertisement representative on *The Tatler*, Robert Wells, has done finely, too. Before the war, as I have said, he was a keen Territorial. He went out with his battery and did good work. After a while he was given a commission in the Durham Light Infantry and saw much service at the front in France. Now he is attached to General Headquarters Staff in France.

Of my clerks in the advertisement department whom I have mentioned, Tidbury is in the Flying Corps, and Gillies, his junior, is an officer in a renowned Scottish regiment.

I am, and you will not be surprised, I think, proud of my advertisement staff.

They all look forward to coming back to their work when the war is over, but I have made up my mind to insist that when Campbell calls at West End shops again for advertisements his card must say:

"GENERAL CAMPBELL, D.A.G.,
D.S.O., C.M.G.," etc.

That ought to fetch them!

[We feel our readers will agree with us that Mr. King showed both judgment and perception in the selection for his staff of men who have since done so well for their country.—ED.]

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Put Life into your Advertising and get better results

THESE two little illustrations give you a fair idea of two of the departments of the Norfolk Studio—"The Home of Ideas for Advertisers." Here we make advertising and make it pay our clients. We write copy, prepare schemes, make designs and illustrations, and in fact do everything except place advertisements in the press.

WE believe that the service we offer is useful to every advertiser, large or small. We should like to show you examples of some of the work we have done for others as evidence of our ability to be of assistance to you.

WE should welcome the opportunity of receiving you here at Racquet Court (just a few doors from Ludgate Circus). Failing this, may we send you a copy of our circular "How we can help you," which gives particulars of our service and an idea of our charges?

Marcus Ebel Smith.

NORFOLK STUDIO

NORFOLK STUDIO
RACQUET COURT
Fleet Street
LONDON
E.C.

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MR. H. C. DERWENT

By SYDNEY WALTON

BRADFORD IS one of the richest towns in the United Kingdom, whether you judge it by the standard of cigar arithmetic, by which I mean the number smoked, or by the number of motor-cars which, when there was a plethora of petrol, used to grace the streets of this Yorkshire centre. I forget the exact details, so far as Bradford is concerned, of that other gauge of wealth—namely, the response to the last War Loan—but the figures were strictly "amazing," to borrow that word which has crept into journalese.

Let me say here what is not so obvious in London as it is in the North Country: that Bradford is quite distinct from Leeds. It is no suburb; it is in fact a serious rival. Bradford has its own high prestige, and you do not win its sympathy and favour by beating the drum in Leeds, a fact which I hope all advertisers will duly "make a note of," as Captain Cuttle (I think it was) used to say.

Mr. H. C. Derwent is a very notable figure in the newspaper life of Bradford, as, indeed, in its public life, for he has made the newspapers over which he exercises supervision play the part of citizenship. Whenever impulse is to be given to social movements and noble charities *The Bradford Daily Telegraph* is the heart and soul of things. A list of its exploits in this direction makes one feel with new force and freshness how great and subtle and chivalrous is the power of the Press.

After establishing the evening paper in a place of authority in the councils and energies of the town—and the career of the paper under the management of Mr. Derwent is almost a romance—he was one day summoned, as by a sudden trumpet call, to take charge of *The Yorkshire Observer*, Bradford's morning paper. I hear good reports of growth in circulation and in revenue under Mr. Derwent's shrewd and magical touch, and he would be the first to pay a tribute to the help he receives from his son, Mr. Raymond Derwent, the advertisement manager.

A genial personality, beloved in Bradford, Mr. Derwent has in a peculiar measure the confidence and goodwill of the busy town. Two sons of his have died for their country during the war, and in that freemasonry which exists among all newspaper men our sympathies go out to him in his sorrow.

LET A BOY OR GIRL CUT YOUR STENCILS

with the DIAGRAPH

Stencil Cutting Machine

THIS Machine quickly makes a flexible stencil of any name and address or other matter for marking wood cases, casks, drums, steelwork, etc., etc.

The stencils cost about one penny each, can be applied to any surface and re-used hundreds of times.

Used by H.M. Government, leading Engineers and Manufacturers throughout the country. Obtainable in three sizes from

HERBERT E. WILLIAMS & Co.
9 Railway Place, Fenchurch Street, London, E.C.3
TELEPHONES - - AVENUE 5400 and 639

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IN THE PROVINCES

What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

Bradford.

The members of the Bradford Advertising Club had the pleasure early in the month of listening to an excellent address on "Business as a Science" by Mr. Meadows, principal of the Leeds Sheldon School of Business. The lecturer showed that the smallest or largest business transaction followed well-defined laws, and as they were observed or neglected so did certain results ensue. The salesman must exert his power, his personality, on the customer in such a way that a common agreement could be arrived at before a sale resulted. The science of business was growing, advertising was highly specialised and no resting on oars was possible if we were to keep pace with our enemies or our friends.

Cardiff.

The Cardiff Business Club is happily in a very sound state and has entered upon the winter session with the prospect of its proving a complete success. At the date of the last annual report, the club had a membership of 300, a very creditable state of things, which shows that it is alive and active, and I am glad to learn that since then the membership has been increased by another fifty. It is true the club has not yet a home of its own, and the committee say that at the present time it is impossible to secure premises, but as soon as conditions become favourable permanent headquarters will probably be secured. The Cardiff Business Club is fortunate in having as its president one of the leading commercial men of the day in the person of Lord Rhondda and it is not likely that any organisation over which he presides will go to sleep. In a "message" to his fellow members Lord Rhondda says: "I am sure that business men in Cardiff will lose no opportunity of taking their employees into their confidence in the problems which face them, and will regard with sympathy the reasonable demands of labour. I think they will find that the employees, with the lessons of the War before them, will not be behindhand in responding. Far more depends on the spirit of the relations between Capital and Labour than on any machinery for securing co-operation."

Dublin.

There is considerable advertising activity in Ireland at present, and it is certain that all the Irish daily newspapers are now carrying—or, are being offered—a greater volume of general publicity than since the beginning of the war. *The Irish Independent*, for instance, is compelled to "turn down" daily columns of display advertising, and, I understand, *The Cork Examiner*, *The Irish Times*, and *The Belfast Evening Telegraph* have also had to do the same. Leading cross-Channel national advertisers have been well to the fore in the principal Irish media—cocoa, medicated wines, breakfast foods, and proprietary medicines being the commodities featured. The London departmental stores still reap a big direct trade harvest from the Irish provinces.

An exceptionally fine show was made by most of Dublin's retail houses during the annual "Irish Week" Window Display of Irish-manufactured goods, in the opening week of November. Particularly striking were the displays made by Messrs. Switzer & Co. (drapers, etc.) and Messrs. Kapp & Peteson (pipe manufacturers). The art of window-dressing in the Irish capital has been very highly developed in the last two years.

The "waste paper saving" campaign has been much in evidence in Irish press advertising. A few Belfast and Cork firms have been sharing the publicity, but the half-dozen houses in Dublin have practically monopolised attention in this respect. Messrs. P. O'Reilly, Ltd., and Duan & Co. have been the steadiest advertisers for waste paper stocks. Messrs. Kenny's Agency has been responsible for the work of the first-named firm, and I am informed that the campaign is to be still further extended and will embrace the provincial press.

Tractor advertising in abundance and on the most liberal lines is almost a standing feature of the Irish dailies. All the chief motor car firms are carrying one or more agencies for various makes of tractors. Messrs. Thompson's Motor Car Co. and The Dublin Motor Co. have been the biggest occupiers of space.

Messrs. McConnell's Advertising Service, St. Andrew Street, Dublin, have opened branch offices in Belfast and Cork, at Donegall Place and South Wall respectively. Mr. R. B. Buchanan (formerly of the staff of *The Belfast Evening Telegraph*) has been appointed as Ulster representative, and the province of Munster is covered by Mr. J. H. Kent. This development represents an innovation in advertising practice in Ireland, and, in the case of Cork, Messrs. McConnell's advent in the southern capital marks the establishment of the first advertising service office (with resident representative) in that city.

Messrs. O'Keeffe's Advertising Agency, D'Olier Street, Dublin, are putting out a new series of advertisements for "Gibsol," the Irish skin ointment.

Messrs. McConnell's Advertising Agency is now controlling the advertising for The Reducine Co. and the press publicity for the Cork Branch of Messrs. Thompson's Motor Car Co., Dublin.

Pressure of space last month prevented my referring to the remarkable "International Magna Charta" press advertising campaign handled by Messrs. Kenny's Advertising Agency, Dublin. It represented by far the most ambitious large scale advertising scheme offered to the Irish public—in the political category, at any rate. Considerable public interest was aroused by the campaign.

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SUBSCRIBERS' ADVERTISING

In this section we review each month the Advertisements and Advertising Literature, and answer the questions pertaining to their advertising, sent by our Subscribers, free of charge. Subscribers are cordially invited to ask our opinion upon any advertising matter. Replies and reviews will be dealt with under assumed names if desired.

MR. J. W. BRYAN forwards us a copy of a booklet he has prepared for the Birmingham Small Arms Co., entitled *Autobiography of a B.S.A. Motor Bicycle for* 10,000 *Miles*. The cycle tells its life story in bright and easy fashion, at the same time managing to impart many hints to its owner as to how it should be treated. Any motor cyclist into whose hands the brochure falls will read it with sympathy. The booklet is produced in good style, being well printed on antique paper with ample margins, so that it is very attractive to the eye, while a number of daintily drawn pen-and-ink illustrations, printed in blue, give added attractiveness to the pages. The text matter is set in 12-point Cheltenham, and is well placed on the pages. Altogether the *Autobiography* is a very workmanlike production.

MESSRS. CHAS. T. ROBEY, LTD., send us a copy of their new gramophone catalogue and record list. The former is printed in two colours, a flat tone of buff on white paper being used as a background for the illustrations and type, which are in black, the tone block being cut through round the edges to give a border effect, with pleasing results. Illustrations are very freely used and the type pages are well laid out. The display of colour on the cover is very generous indeed, and we suggest that a little more restraint might have been shown with advantage. As it is, the effect is rather gaudy. The cover of the record list, too, is a trifle commonplace, and we think it would pay Messrs. Robey to expend rather more money on the designing thereof.

THE GOLDBERG ADVERTISING AGENCY, Customhouse Quay, Wellington, N.Z., send us several examples of newspaper advertising which they have done for various clients. These are about 4 inches wide and from 3 to 5 inches in height, unpretentious but effective. The best of them in our opinion is that for Messrs. George Fowlds on the subject of advertising collars, for it has a little of that talk on the subject which appeals to men who like to be well dressed.

THE RELIANCE RUBBER CO., 212-215 Upper Thames Street, E.C., send us a copy of their admirable house-organ "Rubberware Sales." It is well produced, and, bound in a handsome cover of a deep grey-blue mottled paper, presents an attractive appearance. Designed primarily, we gather, for its own travellers and for the retail salesmen of its goods, the end in view should be amply fulfilled by the well-written, practical and stimulating notes which it contains. This particular issue of "Rubberware Sales" is designed to help a rubber goods week, and with the booklet are sent out specimens of publicity matter. This house-organ seems to us to be a publication very useful to those for whom it is designed. As we are now referring to house-organs we may add that we have not been able to devote much notice to them lately because there have been so many demands on our limited space, but we are always pleased to review any that contain special features.

MESSRS. JAMES THOMSON & SON, merchants and manufacturers, of Edinburgh, Glasgow and other cities, send us copies of recent issues of their house journal, "The Accessory," which is now nearly three years old. We are pleased to be able to congratulate Messrs. Thomson upon a very attractive and workmanlike publication. In the last issue "Hermes" has something to say on the subject of free advertising which will provoke a smile from publicity men, for it overflows at their expense with quiet humour, that will be appreciated by those off whom he scores. The paper is very readable, and the attractive cover, printed in two colours from a fine line drawing makes an excellent introduction to the inside pages.

MESSRS. BARNETT SAMUEL & SONS, Ltd., Worship Street, E.C., forward us a copy of a booklet they have issued concerning their "Decca" portable gramophone, with special reference to its suitability for use in camps and rest tents. In size demy 8vo, it is pleasingly produced, being printed on glazed paper in chocolate, with blue-grey for initial letters and decorative details. The text is described as "The Autobiography of a 'Decca'," and the work is turned out in good style.

MESSRS. JOHNSON BROS., of Dublin and Belfast, forward us a copy of their railway map of Ireland. It will prove very useful to firms which have business relations with Ireland, and especially to commercial travellers, for every passenger station is marked on the map. It has been checked by the different railway companies and so may be regarded as authentic in every respect. The map is one yard long by about 28 inches wide, so it is beautifully clear, and being mounted on linen with rollers is of a substantial character that should be a useful and enduring advertisement for the firm.

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But we think Messrs. Johnson would have been better advised not to have sought their quite legitimate publicity in such a very obvious fashion, for they have printed their name in 2⅝ inch letters diagonally across the map, thereby almost blotting out some parts of it. Many firms, who would like the map, would hardly care to hang up in their offices such a very pronounced advertisement for another house. We think Messrs. Johnson would really have obtained far better advertisement by printing their name in one corner or at the top or bottom in comparatively small letters. The map is so excellent that it is a pity the firm have rather defeated their own ends.

THE BLACKBURN AEROPLANE AND MOTOR CO. send us a set of four blotters they have issued which are likely to prove very acceptable, and therefore afford good advertising. Two of the cards illustrate, in colours, the marks of rank worn by officers of the Navy and the other two some of the principal British naval and military ribbons and the ribbons of certain of the principal Orders of our Allies. In these days when we are all so much interested in naval and military matters we like to know the ranks of the officers we pass in the streets and to identify the ribbons that they and the men wear for gallant services rendered. But it is difficult to carry them in our heads and so these cards will be welcome as useful forms of reference. We think, however, the printers have not always been very happy in getting the colours quite the right shade.

MESSRS. C. A. VANDERVELL & CO., Acton, send us a novelty in the way of reminder advertising which they have issued. It consists of a moon chart for the month of November, printed on a postcard, and is an ingenious device compiled by the company's chief engineer, Mr. A. H. Midgley. The chart is divided into squares, one for each of the twenty-four hours of the day and for each day of the month, so that there are 720 squares in all. Round about new moon times the hours of darkness squares are solid black, and then with the growing moon light creeps day by day across the black squares. With the waning moon the process is reversed. Mr. Midgley deserves to be congratulated.

MESSRS. JOHN SHANNON & SON forward us a copy of their house organ, "Shannon's Magazine," and we are glad to note that it keeps well up to its old high standard. The whole atmosphere of the magazine shows the admirable relations existing between the staff and their chiefs. That this impression should be created by a perusal of the firm's household literature must be of enormous value to them. From a technical point of view the magazine is well produced, but its appearance would be improved by wider margins between the edge of the type and the edge of the paper.

MESSRS. MACNIVEN & CAMERON, LTD., Waverley Pen Works, Birmingham, forward us a couple of attractive leaflets to advertise their pens. The feature of each is a very dainty drawing, one by Mr. Lewis Baumer illustrating a lady at home writing to husband or brother in the trenches, and the other, by Mr. Oakdale, shows an officer in the trenches writing home. Of course, both use fountain pens. The drawings are excellent, and are reproduced in colours.

In the House of Commons on November 2nd Mr. King asked Sir Auckland Geddes whether he would publish the names of the papers to which was paid £54,041 9s. in connection with the publicity campaign for national service. Sir A. Geddes in reply said :—The following sums were paid to the principal newspapers :—*Daily Mail*, £2,680 15s. 9d.; *Daily News*, £1,434 7s. 6d.; *Daily Chronicle*, £1,082 1s.; *The Times*, £1,050 10s. 8d.; *Daily Telegraph*, £1,007 1s. 10d.; *Morning Post*, £737 8s. 11d.; *Yorkshire Post*, £655 10s. 11d.; *Glasgow Herald*, £636 4s. 11d.; *Scotsman*, £536 18s. 6d.; *Manchester Guardian*, £410 8s. As there are over 2,000 newspapers in Great Britain, the clerical labour involved in tabulating the smaller sums paid to other newspapers cannot be supplied at such short notice, and it is hoped that the information now given will suffice.

YOU CAN USE ONLY TWO PAPERS

to reach readers of Sunday picture papers. Their success proves they are the most fascinating of all the Sunday papers. Why not test this profitable class of medium by using the Illustrated Sunday Herald?

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ADVERTISING "LUXURIES"

Plain Speaking by Sir Auckland Geddes.

SIR AUCKLAND GEDDES, Director of National Service, was the speaker at the Aldwych Club lunch on November 14th, when he made some important references to the question of advertising what he spoke of as luxuries.

The chair was taken by Sir Woodman Burbidge, Bt., the large muster including Mr. Cecil Beck, M.P., Sir William Bull, M.P., Sir Thomas Dewar, Bt., Sir Hedley Le Bas, and Sir H. E. Morgan.

The Chairman, in introducing Sir Auckland Geddes, referred to that gentleman's speech at Plymouth, in which reference was made to advertising, and said that he (Sir Woodman) felt that if they wanted economy to be practised in the nation it was necessary to advertise.

Sir Auckland Geddes, in a very lucid speech, explained the aims and objects of National Service in providing men for the Navy, Army and the essential services. Referring to advertising he said: I know quite well there is a very large amount of advertising which leads really to economy. I turn to labour saving, to teaching the people how to use things which will cut down labour in their own houses and which will cut down labour all over the country. That is all to the good. But you know there is an enormous amount of advertising going on at the present moment which is not making for economy either in labour or money. You know, as well as I do, that there is a great amount of stuff being sold at the present time which is not really necessary. There are things being sold such as elaborate fur coats for ladies which are not really wanted, and some of those very smart and beautiful cushions which I am sure ladies could do without for a little longer. Then some of the jewellery which is being made and sold could be done without for a little while longer. All that sort of thing is absorbing energy. It is absorbing energy in manufacture and in distribution. At the present moment we have people advertising for hands to make metal cigarette cases in the very centres where we are trying to find men of the same class and degree of skill to work on aeroplanes. At the very moment when we are looking for girls we have advertisements for girls to dress dolls and fix wigs on them. The doll-makers are able to pay wages on the same scale as the aeroplane makers. That is obviously a misdirection of human effort. I appeal to you all to help us to avoid this useless waste of energy on the things which do not matter, which are really luxuries, which really are not necessary, which are not helping us to beat the Germans. I say get that advertising into more useful channels, and discourage people who want to waste energy like that. I am asking many of you to sacrifice a great deal, but I find all over the country one has only to appeal to one's fellow countrymen and they always respond, however great the sacrifice may be. It is a most urgent thing at the present time that we should shut down all this waste, and go to the people who are at present working on things that are not necessary and move them gradually to essential industries. The biggest step we who are civilians and anxious to help at the present time can take—and there will be more things later—is to see that there is no waste labour. In doing that we shall take a really long stride towards seeing that the war is pushed on with greater energy and victory brought the nearer.

In the speech at Plymouth, to which Sir Woodman Burbidge referred, Sir Auckland Geddes said:

"Look at the advertisement pages of almost any newspaper, and see the waste that is urged upon the women of the country. I am told that the papers cannot help it: they must contain advertisements or go under. I know their position is difficult. Newspapers are an essential part of our war organisation, but that does not modify the fact that their advertisement pages contain matter for which the advertisers are responsible, but which in its intention and result encourages waste of money, waste of human energy—just waste.

"As Minister of National Service I want to say to you here and now, that your first duty to the State is to use nothing, to buy nothing that you can get on without. Save everywhere and lend your savings to the State if you seek to help your country."

Enamelled advertising plates have been proved to possess a usefulness which was never foreseen by their makers, for on the occasion of a Zeppelin raid recently on an East Coast town one of these plates was the means of diverting a bomb and so probably saved the lives of three people. Erected above the front of a house was a large enamelled plate which set forth the fact that in May, 1915, the place had been wrecked by a bomb from a Zeppelin. A few weeks ago another enemy airship passed over and a bomb was dropped on the very same house. But this time the explosive charge in its descent struck the iron plate and thereby had its course changed, so that, though the front of the house was wrecked, the back of the place, in which were three people, was spared. The enamelled iron sign was made by the Chromographic Enamel Co., Wolverhampton, who are very pleased naturally at the new use for their armour plating. Our sympathies go out to the unfortunate occupiers of the house who have had their place smashed twice in two and a half years.

Messrs. Ed. Bennis & Co. are arranging a series of lectures dealing with the development and present practice in connection with automatic stokers, etc., this being part of their advertising scheme. They are prepared to loan a number of lantern slides illustrating the subject.

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ITEMS OF INTEREST

Mr. Allan Jeans, president of the Newspaper Society, was married recently to Miss Ada Macdiarmid, daughter of the late Mr. James Macdiarmid, of Forres.

Mr. H. Gilbert Oakley, formerly hon. secretary of the Incorporated Society of Advertisement Consultants, is now serving in the No. 2 Cavalry Officers' Cadet School, and is stationed at Kildare.

Mr. Herbert Greaves, formerly advertising manager to Messrs. J. & N. Philips & Co., has joined Messrs. W. S. Crawford, Ltd. Mr. Greaves originated and carried through the "Dainty Dot" campaign which was described in our last issue.

We learn with regret that Lieut. M. F. Travers-Cleavers, M.C., R.F.A., was wounded in the right knee last month in the fighting at Ypres. He was taken to Queen Alexandra's Military Hospital at Millbank and we are pleased to say he is now progressing very well.

Mr. Charles James Douglas Derry, founder and head of the big drapery firm of Messrs. Derry & Toms, Kensington, died on October 25th at the great age of 97. Until a short time before his death Mr. Derry was vigorous and active, and continued till his last illness to take a keen interest in the business he had started sixty years ago.

Mr. Chas. F. Higham, the publicity manager to the War Savings Committee, organised the Press arrangements in connection with the great meeting at the Albert Hall, when Mr. Lloyd George and Mr. Bonar Law spoke on war savings. Mr. Higham's successful arrangements for the comfort and convenience of the pressmen were greatly appreciated by them.

The new geared electric engine starter, put on the market by Messrs. C. A. Vandervell, as described in our last issue, is the invention of Mr. A. H. Midgley, chief engineer and technical adviser to the firm.

Mr. L. D. Falk has just celebrated the 25th anniversary of his entrance into the firm of Messrs. D. J. Keymer & Co., advertisement agents, of 3 Whitefriars Street, E.C. He joined the firm on November 7th, 1892, when he left the City of London School to enter the service of the company of which he is now manager. The late Mr. D. J. Keymer came to these same offices in 1844, and died in 1894, so that Mr. Falk served under him for two years. The business has been carried on for seventy-three years in the same building.

Mr. Herbert Bussy, the advertisement manager of *The News of the World*, was recently entertained to lunch by a large party of friends to mark his joining the Army. Mr. Bussy was presented with a large leather cigarette case, and the "pals" who gathered round the table signed a menu card so that their guest might have it as a souvenir of the occasion. The company consisted of the following gentlemen: Messrs. Wareham Smith, V. J. Reveley, P. J. S. Richardson, A. S. Sharp, Tom Bench, Charles A. Cooper, James V. Wright, William Bridge-Collyns, R. E. Wright, Allen C. Rose, R. Montgomery, Richard A. Hurst, A. L. Wright, George Wetton, E. Greenwood, Alfred Johnson, Walton Harvey, Stephen Milliken, M. H. Wade, Herbert Owen, J. C. Akerman, J. Peace and Marcus H. Smith.

Miss Beryl Heitland, vice-president of the Association of Advertising Women, contributed to a recent issue of *The Common Cause* an article on "Advertising," as one of a series of essays on "Some New Occupations for Women." This is part of what Miss Heitland has to say as to qualifications for "representing": "A keen sense of humour, tact, cheerfulness in face of failure to secure an order, perseverance and eternal optimism, are about the only things that will bring a woman through the troubles and trials of representing. She must be able to discern the humour of the man with whom she has to deal, and she must be a good listener as well as a good talker."

Messrs. John Swain & Son announce that in order to meet an immediate advance in wages granted throughout the printing and allied trades, and a further increase agreed upon for January 1st, they have decided, as from November 19th, to advance their current price list 25 per cent. instead of 12½ per cent. as heretofore.

The Alliance Advertising Association, of Cawnpore, have closed their London office for the time being owing to the fact that the staff have been taken for military service. Immediately after the war the Association expect to re-open the office.

The Taylor-Critchfield-Clague Company, of Chicago, announce that they have changed their name to that of Critchfield & Co. Their Export Service Department notify us that they are anxious to receive rate cards and information regarding newspapers, magazines, and all publications wherein they might have occasion to place advertising for clients who are anxious to do export business.

The advertising of the Sentinel Steam Waggons which is now being undertaken is a particularly interesting account in that the advertisers admit their inability for the present to supply the goods advertised. Their courage in entering the advertising arena during war time to build up a goodwill for future trade, provides an example which we should like to see more extensively followed.

The electric display lighting of New York, including the huge advertisements which have made Broadway historic and have earned for it the title of the Great White Way, have been suppressed except between the hours of 7.45 and 11 p.m. It is estimated that 125,000 tons of coal annually will thereby be saved.

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We note with pleasure that advertising salesmanship and retail business are well represented in the modern business section of the Finsbury Public Library, a classified guide to which has been compiled by Mr. H. G. T. Cannons, the borough librarian. Among the newest books on the subject is Mr. C. F. Higham's "Scientific Distribution," but Mr. Paul E. Derrick's work is not included. It may be that the catalogue went to press some time ago, but if "How to Reduce Selling Costs" is not now on the bookselves it ought to be placed there without any avoidable delay.

The new Paper Restriction Order was the subject of a question in the House of Commons on November 5th, when Mr. Bowerman asked Mr. Wardle if he was aware that the new Order had the effect of withdrawing the licence previously accorded to advertisers of using posters in stock before the first restriction order was made, and that this would result in millions of posters being rendered useless. Mr. Wardle, in reply, said: The general licence was issued with a view to giving poster printers an opportunity of disposing of the stocks in their possession. The question of renewing it is now being reconsidered by the Paper Commission. In the meanwhile I understand that the Commission are ready to consider applications for special licences, and to grant them if satisfied that the existing restriction involves individual firms in a substantial loss without any countervailing economy in the use of paper.

The latest of the *Truth* supplements relating to great businesses is devoted to the Ardath Tobacco Co.

The claims to our warmest sympathy and support for the mercantile marine were advanced at the Aldwych Club after-lunch meeting on November 20th by the Rev. T. Eynon Davis, general secretary of the British and Foreign Sailors' Society. Mr. Philip Benson presided.

Mr. J. H. Solomon, well known in the advertising business, has joined Messrs. Siviter Smith, of Siviter House, Birmingham, and 10 Lincoln's Inn Fields, London, to look after the service organisation in the Metropolis.

As a supplement to the November issue of "Hello" Mr. John Hart has published a booklet entitled "Does Advertising increase the price of the Goods to the Consumer?" The booklet consists of a collection of views by some of the most important advertisers, manufacturers, retailers and distributors of the United Kingdom. The writers are such very influential men that their testimony cannot be ignored, and they are almost unanimously of opinion that advertising decreases the cost of goods to the purchaser. Mr. Hart suggests that it would be a good thing to send copies of the pamphlet to retailers.

BUSINESS GOING OUT.

Messrs. Chrisp Thomas & Bros., Ltd., Bristol, are using good spaces in West of England papers and some space in national media for Fripp's toilet soap. The business is being placed direct.

Messrs. T. B. Brown are placing the advertising of "Syeura," a textile made by the Lanura Co., Ltd., Leeds.

"Salvis," a morning tonic, is being advertised direct by The Salvis Company, Blackburn.

The advertising of the Cowling System (pianoforte tutor) is being placed direct from Albion House, New Oxford Street.

Messrs. Baker Bros, 30 & 70 High Street, North Finchley, are taking spaces to advertise their Durobo for boots. The business is being placed through Messrs. Wilson.

The West End Advertising Agency (Messrs. Dixon) have been entrusted with the publicity campaign for the Allwin Folding Carriage for Messrs. Sidney Allwin, Ltd., Sidway Works, Granville Street, Birmingham.

Hennessy's Brandy has been very widely advertised of late, and large spaces in a number of media have been taken for the purpose. The publicity campaign has lately been entrusted to Messrs. S. H. Benson, Ltd.

Churchman's Contact Maker for starting motor cars is being advertised by Messrs. Chas. Pool on behalf of Mr. Ted Churchman, 50, Cranmer Road, Brixton, S.W.9.

Messrs. W. Barratt & Co., Ltd., "Footshape" Works, Northampton, are placing the advertising of their "Boots-by-Post" through Messrs. Smith's Agency.

The Press advertising of Messrs. Alley & MacLellan for their Sentinel Steam Waggons has been entrusted to Messrs. Charles F. Higham, Ltd. The same firm are also undertaking the Press advertising of the Colonial Bank.

The advertising campaigns for Lord Roberts Memorial Workshops and the Nation's Fund for Nurses are being placed by Messrs. Charles F. Higham, Ltd.

Contracts for advertising during this winter have been placed by Messrs. Charles F. Higham, Ltd., for Messrs. Waring & Gillow, The Gramophone Co., Messrs. W. Butcher & Sons, Messrs. Sidney Pullinger & Sons, Messrs. Moore & Moore, the Sorosis and Saxone Shoes, and Goodrich Tyres.

The International Co., 13 Cowcross Street, West Smithfield, E.C., are placing direct the advertising of their supplies of fish.

The Austin Motor Co., Northfield, Birmingham, entrusted Messrs. A. J. Wilson with the publicity campaign for their demonstration of farm tractors at Northfield.

Messrs. S. H. Benson placed the "Comrades of the Great War" advertising, very big spaces being taken for the purpose in a large number of media.

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NOTES ON MEDIA

THE proprietors of *The Daily Chronicle* lately made the important announcement that they have been compelled to advance the price to one penny. This course has been necessitated by the increase in the cost of paper and materials, and the change came into effect on November 19th. The alternative was the further cutting down in the size of *The Chronicle*, and the proprietors felt that in view of the many important events now happening in all parts of the world they could not adopt that course without sacrifice of the interests of the readers.

"THE DAILY CHRONICLE"

We feel sure that this decision will not have the effect in any way of diminishing the extraordinary popularity of the paper or its value as an advertising medium. Bookings of space in *The Daily Chronicle* are remarkably heavy, and Mr. Richardson has been compelled, like many other advertisement managers, to decline lots of orders.

MR. HERBERT BUSSY let one page in *The News of the World* for the issue of November 25th for £1,155, which is claimed to be the highest price ever paid for a page advertisement in any paper. It constitutes a landmark in the history of British advertising.

"THE NEWS OF THE WORLD."

THE energy that has been thrown into the direction of the business side of *The Pall Mall Gazette* by its advertisement manager, Mr. H. W. Morris-Pugh, has resulted of late in its securing a generous measure of patronage from advertisers. On November 9th the conductors of the paper brought out a literary number which contained rather over 9½ columns of publishers' announcements, apart from other advertisements.

"THE PALL MALL GAZETTE"

THE popularity of the cover page advertising spaces of *Punch* is proved by the fact that all of them have been sold for the coming year, and it is further worthy of note that when an advertiser has tested the results from using such spaces he nearly always continues to take them. Not more than thirteen are sold to any one advertiser, and the firms whose announcements will occupy those spaces in 1918 have all used them for several years. Further, there is a long waiting list.

"PUNCH"

Punch's Almanack, published in the middle of the month, is, as ever, delightful, both in its literary and pictorial matter. The keen perception which characterises its control, year in year out, is again displayed, and the *Almanack* reflects the general opinion of the day with its usual faithfulness, wit and humour. In doing so it will hardly commend itself to our enemies. The two-colour plate, from a drawing by Mr. Bernard Partridge, suggesting the uses to which certain well-known people might be put, is a distinctly humorous effort. All the available advertising space is occupied by firms of the highest repute, as no doubt it would have been if three times as much room had been available.

THE Aviation and Military Motoring Number of *The Sphere* which was issued on October 27th, was both handsome and instructive, and it bore evidence of the brains at work in its production, which is one of the distinguishing features of the direction of the paper. The cover presented a dramatic portrayal in colours of a fight in the air, a strong bit of work but unsigned, and there were besides many other page or double page illustrations in full colours, or in two colour half-tones, the artists including Montague Black, R. M. Paxton, G. H. Davis, W. E. Wigfull, F. Matania, Chas. Wyllie, and D. Macpherson. Many other excellent illustrations were also used, and the articles were helpful to those who wish to know more of the wonders of airmen and aircraft. The number totalled 68 pages, exclusive of covers, and it carried a fine show of advertisements, some of them in colours.

"THE SPHERE"

The Passing Show is enjoying such a large measure of the favour of advertisers that week by week it is unable to carry all the business that is offered, and it is obliged to turn down orders. Reference to our Volume of Advertising tables will show that the paper is there described as "full," and at the same time is given a record of the total space for the month. From what we have just said it will be understood, therefore, that the total number of pages occupied by advertisers does not represent the amount they would like to take, but the total the conductors of the paper can spare for the purpose, having regard to the quantity of paper they are allowed to use.

"THE PASSING SHOW"

MRS. W. HUGH SPOTTISWOODE has produced another very attractive number of *Winter's Pie*, the Christmas number of *Printers' Pie*, and it should certainly prove very popular. Many well-known artists and writers have contributed to make it entertaining, and we hope that when readers at home have enjoyed it they will give pleasure to others by sending it on to our

"WINTER'S PIE"

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men at the Front or in the Navy, or to hospitals and camps. The price remains at a shilling. Advertisers have given *Winter's Pie* a very generous measure of support, about thirty-seven pages being taken up by their announcements. It will prove a good medium.

MRS. ASQUITH'S "Love Letters" constitute a conspicuous attraction in the November issue of *Pearson's Magazine*. These "Love Letters" have been much talked about and make excellent reading. In securing this feature the editor of *Pearson's* did a smart thing, but it seems to us curious that an article so "pulling" and on the advertising of which so much money has been spent, should have been placed practically at the end of the magazine.

"PEARSON'S MAGAZINE"

The Glasgow Evening News, for the third year in succession, have organised their "Jock's Box" fund for the sending of Christmas gifts to Scotsmen on active service, in all branches of His Majesty's Forces. In the first year fully £5,000 in money and £1,000 worth of goods were received and despatched as comforts to the sailors and troops, while twelve months ago nearly £8,000 in money alone was raised, mostly in small subscriptions, and almost 70,000 men participated in the distribution of the gifts. It is hoped to make the present effort a record success.

"GLASGOW EVENING NEWS"

WITH the advent of the tillage era in Ireland *The Irish Homestead* has sprung into much prominence. Its editor, Mr. Geo. Russell, and its founder, Sir Horace Plunkett, have been influential in lifting agricultural Ireland out of the slough of despair, but the part played by this very vigorous business-creating paper has been too much hidden up to now. The agricultural co-operative societies, whose organ it is, have a combined trade turnover of about six million pounds.

"THE IRISH HOMESTEAD"

THE advertising manager of *The Christian Herald* is in the happy position of being able to point to some truly remarkable results of advertising in that paper. In one case a single column advertisement, costing £6 5s. per week, brought to the firm which inserted it an average weekly return of £50, and in another case Dr. Hartog, director of the Syndicate Publishing Company, writes that in response to three advertisements which the company inserted in *The Christian Herald* in August at a total cost of £85 the Syndicate had sold to date 1,500 dictionaries of a net value of nearly £500, and orders were still coming in. The net trade sale of *The Christian Herald* is now over 250,000 copies per week, exclusive of those sent to subscribers.

"THE CHRISTIAN HERALD"

THE conductors of *The Cornubian*, an old-established paper published at Redruth, are issuing shortly a number which will not only be of great value but also a novelty, too. It is entitled a "Reconstruction Supplement," and as its name implies is to be devoted to the reconstruction of our industries after the war, with special reference to those of Cornwall. The number will appeal to capital and labour concerned in shipping, fisheries, mining, clay works and farms and small holdings. Dr. Addison, the Minister of Reconstruction, will write a short introduction, and among other contributors will be Sir E. Robbins, Sir A. Robbins, Mr. F. E. Green (author of "The Awakening of England"), who will deal with Cornish agriculture; Mr. W. Trethewy, china clay expert, who will write on china clay; and Mr. E. Walker, who will treat on the reconstruction of the mining industry.

"THE CORNUBIAN"

It is pleasant to note that enterprise such as is evidenced by this publication is by no means confined to our great centres of population, but that the remotest corners of our realm are awake to the profound importance of the subject. This is a matter for real thankfulness. Indeed, we fancy Cornwall is rather giving a lead to the newspaper world in this respect, so far as county weeklies are concerned.

BRITAIN'S MOST FERTILE FIELD

is Lancashire and district; the most industrious, the most thickly populated, and the greatest wage-earning area in the British Isles. It is effectively covered by the Daily Dispatch, noted as one of the most profitable mediums for creating business.

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Mr. Chairman and Gentlemen!

ALDWYCH CLUB

The Paper Restriction Order.

A MEETING of the members of the Aldwych Club and their friends was held on November 13th, at the Club, to discuss the question of the new Paper Restriction Order. Mr. W. T. Harverson was voted to the chair.

The Chairman said they had with them the chairman of a committee which had done very useful work for some time, a work which had not been fully appreciated. The meeting was called to strengthen the hands of the committee in the line of action they proposed to take. He thought they would have to take a very strong line indeed, and the more they could support the committee the better. Every individual should take some active part in the propaganda work to secure the rescinding of the Order. He suggested that they should invite the trades unions to assist them.

Mr. A. E. Canney said the Committee of the Chamber of Commerce, of which he was chairman, had been considering the matter. They had been constantly at work and had approached the Board of Trade and the Paper Commission. Certain concessions had been granted which were of a very helpful character with regard to material in hand and also with regard to the one-third use. But the Restriction Order swept away all those important concessions and they were left in a rather worse position than they were before. They had come up against a prejudice against advertising, and there was an intention to do something under cover of that Order which the Paper Commission was not appointed to accomplish. Paper users, too, were lectured on the wickedness of advertising in war-time.

Advertising in War-time.

They were told all advertising was waste. The committee felt that under cover of the Order the trade of the country had been hit at, but not perhaps with the intention to do so. The Paper Commission was not a widely experienced body in the commerce of the country, and labour was not represented on it. The committee felt they must now go for something more than concessions. They should go for the abolition of the Order, which hit trade very heavily. Also something more should be done than by a Committee of the Chamber of Commerce. They should go to the traders of the country and point out the inequality, unfairness and confusion which the Order would cause in the trade of the country. They did not know what was going to happen after January 31st. They must safeguard their position after that date, when much more stringent orders might be brought upon them. The paper users wanted to get the support of business firms, the trade unions and the chambers of commerce.

At the request of various gentlemen Mr. A. Chadwick read the Paper Restriction Order and the revising Order.

Mr. T. B. Lawrence moved "That this meeting of traders affected by the Paper Restriction Order Consolidation Order calls for the rescission of the Order, and pledges itself to support to the full the action of the special committee of the Chamber of Commerce to that end."

Mr. D. E. Richards seconded the resolution.

Ill-informed Commissioners.

Mr. Bates said the committee of the Chamber found that the committee of the Paper Commission had no correct data as to the amount of paper used. They spoke of shiploads being used for posters, but hardly a shipload was used for that purpose in a year. There was a great prejudice against advertising and printing. The officials did not understand the situation. Interested traders should be asked to join with the printers.

Mr. H. C. Hill thought that of all the committees formed by Government departments for various purposes the Royal Commission on Paper had been the most conspicuous failure. It had caused a most prodigious waste of paper, and it restricted the small user, leaving the greater users to do what they liked with what paper they could get. The more powerful interests had not hesitated to crush the weaker. The Commission had made regulations which had created a practical monopoly in one class of advertising as against all others. And now the Commission took power to decide the extent to which people should advertise, a most dangerous thing to advertisers and advertising men. If the germ of that power was allowed to take root and become a permanent institution, if that was what it meant, they were faced by serious dangers. There would be the faddists who were opposed to everything in the way of advertising, and there would be the difficulties of starting any new enterprise which, like Messrs. Selfridge's, would be built up by extensive advertising, carefully and wisely planned and of value to the community. The Board of Trade had shown the most appalling ignorance and want of sympathy with advertising. They had viewed it as a parasitic growth on business that people would be better without. The Board was not even consistent, for while one department was restricting advertising another was holding an exhibition in war time.

Replying to a question, the Chairman said he thought under the Order a new business would be restricted from doing anything in the way of advertising by circulars or posters. Any of those present who knew Members of

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Parliament should use influence with them and seek their support.

Mr. Richards said they should press for more representation on the Commission, including representation for retailers.

Mr. T. Russell suggested that a letter requesting support for their views should be addressed to all Members of Parliament.

Mr. A. F. Shepherd moved the following resolution, which was carried unanimously: "That the Paper Commission be requested to place in print before all users of paper the real position in respect to stocks and supplies, and before arriving at any Orders for the regulation of supplies and use of paper, all classes of users of paper should be invited to constitute a responsible committee with a view to presenting to the Paper Commission in concrete form the position and requirements and views of the various classes affected."

Developing the Empire.

"EMPIRE RESOURCES" was the subject considered at the meeting of the Aldwych Club Debating Circle on October 23rd, when the chief speaker was Mr. Wilson Fox, M.P., who with Lord Milner was one of the founders of the Empire Resources Development Committee. To the work and aims of this committee Mr. Fox devoted his address. Sir Wm. Bull, M.P., presided.

Starting with the assumption that when the war was over we should be faced with an addition of about £6,000,000,000 to the National Debt, Mr. Fox showed the necessity of finding means to meet the interest thereon and to reduce the capital. Ordinary sources of revenue, such as we now knew, would not be sufficient for the purpose, and to effect that end it would be necessary enormously to develop the resources of the Empire. That must be done by the help of the State under suitable conditions, and by giving the State direct interest in the results. But the supporters of the scheme did not advocate general State interference with trade and industry. They must look for profitable openings to reduce waste and effect economies. They must build up the productive power of the Empire on the widest basis.

Captain L. S. Amery, M.P., Mr. Victor Fisher, Colonel Sir Hamar Greenwood, M.P., and Mr. Moreton Frewen also spoke.

Mr. Bottomley on his Visit to France.

THE CONNAUGHT ROOMS, Great Queen Street, were crowded for the Aldwych Club lunch on October 24th, when Mr. Horatio Bottomley spoke on his recent visit to the Front, with various references also to his favourite theme of a Business Government. The chair was taken by Sir Henry Dalziel, M.P., who was supported on his right by Mr. Bottomley and on his left by Mr. J. S. Elias. Among others present were Sir Woodman Burbidge, Mr. Herman Darewski, Mr. J. M. Hogge, M.P., Sir Hedley Le Bas, Mr. A. McCullum Scott, M.P., Mr. J. W. Pratt, M.P., Mr. W. R. Pringle, M.P., Mr. J. Roche, M.P., and Mr. Gordon Selfridge.

Sir Henry Dalziel, in introducing the guest, said they entertained that day a great journalist, a great orator and a great Bohemian. It was a striking tribute to his popularity that the demand for seats had exceeded the records of similar occasions. No one who had witnessed the success of the great organ of public opinion of which Mr. Bottomley was the editor could challenge his claim to be a great editor. Mr. Bottomley had been a great advertiser, and he (Sir Henry) said to him once when *John Bull* was being started: "You must be spending a great deal of money on your new paper." Mr. Bottomley replied: "I am not spending any, I am incurring a tremendous lot of liability." He (Sir Henry) added that his advertising friends would recognise the subtle distinction. There was one period of Mr. Bottomley's life in which he had been almost persuaded to join the Church, but he was proof against the suggestion. What the Church had lost journalism had gained.

Mr. Bottomley, in the course of his address, said the club was earning the reputation of being the home of hustling hospitality. Its president was perhaps the most powerful man in England to-day. Is was said the pen was mightier than the sword. Whereas the ordinary soldier was limited to one sword, their president wielded at least a dozen pens, and wielded them to the benefit of the whole of the community. Proceeding to speak of what he had seen at the front Mr. Bottomley said he came back prouder than ever of their race and more confident than ever of a speedy and glorious victory for their arms. Having touched on the question of a Business Government as one of the lessons of the war, Mr. Bottomley said he was convinced they were infinitely nearer the end of the struggle than many of them believed. The spirit of the men was magnificent, and he thought they might eat their Christmas dinner in the enjoyment of peace once more.

"A Nation of Shopkeepers."

AT THEIR meeting on November 6th Mr. Francis W. Goodenough, chief engineer of the Gas Light & Coke Company, and chairman of the British Commercial Gas Association, spoke to the members of the Debating Circle on "A Nation of Shopkeepers." Mr. Gordon Selfridge presided.

Alluding to the fact that the phrase shopkeeper was regarded by some persons as rather a term of reproach, Mr. Selfridge said that in the United States the shopkeeper, or merchant, occupied the position of strength and importance to which his ability entitled him, and the term was not one of discredit.

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He was anxious that the business man, or merchant or shopkeeper should win for himself in Great Britain the position among his fellow men to which he was entitled.

Mr. Goodenough asked the question: What was the objection to trade? The war was having the effect of breaking down the feeling of snobbism which separated one class from another, and they hoped it might further do so. Was the feeling due to the way in which sometimes trade was conducted? If that were so they must remove the cause. The trouble might be that no standard of proficiency or training was required of men going into business as was demanded of men going into many callings. That, he thought, was one of the reasons why the shopkeeper did not take a better position. The business man must insist on education which would make for efficient business organisation, and they must raise the standard of service that they might have reason to boast of being a nation of shopkeepers.

The Chairman, in thanking Mr. Goodenough for his address, remarked that in some of the colleges in the United States there were courses of instruction in business matters. The war debt of Great Britain would be paid by the commercial and not by the professional classes.

A Triumph of Medicine.

At the meeting on November 13th, Mr. Sydney Walton in the chair, Dr. Woods Hutchinson, an American physician, spoke on "My Visit to the Italian Front." In it he described the wonderful advance made of late by the medical profession in reducing, to an astonishing degree, the amount of death from disease in the Allied Armies.

SALES MANAGERS' ASSOCIATION

Control of Retail Prices.

THE WINTER Session of the Sales-Managers' Association opened with a dinner at the Holborn Restaurant on October 18th, Mr. W. Beable presiding.

Dinner was followed by a debate, opened by Mr. Thomas Russell, on the motion: "That the control by manufacturers of retail prices is inimical to sound sales management." Mr. Russell defined "sound" sales management as extending right down to the final purchase of goods by the consumer. The function of a sales-manager, he said, was to sell the maximum of goods. Whatever raised prices diminished sales. High prices meant low sales. The expression "anti-cutting," often used in connection with price-maintenance, showed the animus of the system, which Mr. Russell denounced as immoral, because unfair to the consumer; inefficient, because it taxed the consumer without benefiting the producer; and unprogressive, because its whole tendency was to bolster up the inefficient retailer against the competition of the efficient.

Mr. Russell said, in conclusion, that he was on the side of freedom in all things—free trade, free competition, and the free right of a shopkeeper to do what he liked with the goods which he had bought.

Mr. E. S. Daniells, President of the Association, traversed the arguments of the speaker in every detail. He denounced the immorality of price-cutting, which injured the reputation of advertised goods, being used by price-cutters as a bait to sell unbranded merchandise at higher prices than those charged by their neighbours. The price of Ingersoll watches had been raised three times during the war, but sales had nevertheless increased. There were shops in the neighbourhood where unadvertised watches were sold at three different prices in nickelled, oxidised or gilt cases, though the shopkeeper paid the same price for all three. Mr. Daniells asked how it would be possible to regulate the prices of unbranded goods.

Mr. F. R. Jones said he was astonished that Mr. Thomas Russell could stand up and argue that the interests of sales-managers required the abolition of price-maintenance. He objected to this being stigmatised as price-raising. Price-maintained articles, by standardising quality, protected the public, and the interests of manufacturers who maintained prices compelled them to keep quality up to the mark. Counting the benefits received by traders and the public from price-maintenance, it was amazing to hear anyone venturing to criticise it.

A visitor asked whether the suppression of the small shopkeepers by the price-cutting competition of the large shops and multiple traders would not place manufacturers at the mercy of the latter and of co-operative societies, which were notorious for substitution of inferior goods, and for the low rate at which they paid their employés.

In his reply, Mr. Russell said that advertising to the consumer would protect manufacturers against the danger suggested by the last speaker, who was the only person to propound any real argument against the sale of goods at the natural price. Price-maintenance necessarily meant price-raising. Shopkeepers would not organise to keep prices down. He concluded by saying that Mr. Jones, Mr. Daniells and other speakers had made out an excellent case for advertised and branded goods, and by doing so imagined themselves to be defending something greatly different—namely, price-maintenance. As for the contention of Mr. Daniells that prices of unbranded merchandise could not be regulated it was only necessary to mention two unbranded articles which were sold at regulated prices in London at the present time—namely, milk and bread.

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SOCIETY OF MOTOR ADVERTISING MANAGERS

Co-operative Advertising.

AT THE meeting of this society, held on November 9th at the Aldwych Club, Mr. L. Brandes (Messrs. Straker Squire) read a paper on "Co-operative Advertising: Mainly Abroad." Mr. Ernest Reinhold presided.

Mr. Brandes said that in advertising the individual note was generally uppermost, and he wished to show what was done in the way of co-operative advertising in the United States—the typical country of original advertising enterprise—in the case of the California fruit growers. There were about 8,000 such growers, ranging from "one man shows" to wealthy trade corporations. Their advertising campaign had to range from absolute luxuries to kitchen garden produce. The example of those 8,000 co-operators was the more relevant because sometimes they had gluts and sometimes the reverse, and the fact that the scheme had been running for a number of years showed that it must be financially sound and yielded satisfactory results. The scheme he (Mr. Brandes) proposed recommended the advertising in a national way of the whole of the British motor manufacturing resources in the world's international markets. No doubt there were pitfalls, but he believed they could be overcome.

The question came under five heads:—1, Formation of a fund, etc.; 2, Control of fund by a committee; 3, Utilisation of experienced specialists for every foreign country to be worked; 4, Scheme of distribution of inquiries received; 5, Commercial exploitation and following up of inquiries received to such a point that it can be handed over to the individual participants. As to the fund, a minimum subscription of, say, £100 for each participant appealed mostly to him. The method in vogue in the U.S.A. of levying a percentage on turnover seemed too complicated, at least for a start. The fund would be controlled by a committee.

The propaganda should be of a trial duration of, say, twelve months, and take mostly the form of inspired and paid-for editorials, the usage of the British Motor and Allied Trades badge in all display advertisements, and as a preliminary canter, in order to test the feasibility of the scheme, he suggested concentrating for a pre-determined period on one particular country, and as a choice he suggested Spain.

Similar schemes in other industries had been wrecked by petty jealousies aroused in the distribution of the inquiries received, and in the commercial exploitation and following up of the new trade possibilities. Advertisements must give the address of the commercial attaché in the country in which the advertisement appeared and the Board of Trade would help in distributing enquiries to names on their lists in accordance with the articles asked for.

From advertising they could go on to a co-operative selling campaign, and this must be well managed or advertising would be wasted.

In conclusion Mr. Brandes urged his hearers to be prepared for the new conditions which would prevail after the war.

In the discussion which followed Mr. Webb expressed doubt as to the wisdom of placing orders with commercial attachés. Mr. Delacour thought that the principle of co-operative advertising should not be difficult of application to their industry and he considered it might be taken up by their society. In Germany the system had been successfully applied.

On November 17th *The Birmingham Gazette* produced its 176th anniversary number, and we offer to our contemporary hearty congratulations on attaining such a remarkable age, coupled, as it is, with a splendid virility. In every sense of the word *The Birmingham Gazette* is a live paper. In honour of the occasion a special issue, running to sixteen pages, was produced, and it contained features of exceptional interest. One of these was entitled "Birmingham's Story of the Year—a Record of Achievement," the contributors including the Lord Mayor of Birmingham, the Lady Mayoress, Mr. Neville Chamberlain, Sir Whitworth Wallis, two professors of the University, and several members of the City Council. The anniversary issue had a very fine show of advertisements, national and local.

MARTHA AND MARY

each has her favourite paper. You can only reach Daily Sketch readers through that paper. If you do not use the Daily Sketch you are neglecting them. Think it over.

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THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending October 22, 1917. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

THE DAILY NEWSPAPERS (COLUMNS)

Date	Times		Telegraph		M. Post		Graphic		Daily Mail		Mirror		Daily News and Leader		Express		Chronicle		Daily Sketch	
	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.
1917																				
Sept. 24	21½	13½	27½	24½	12	13⅜	12½	3⅜	20	2½	10	—	10	1	10	1	9	1	11½	—
25	21½	15	13	29½	5½	23½	4⅜	5	12½	1⅝	10	—	9½	1	9½	1	13½	1	11	—
26	11½	16	15½	27½	5	18½	4½	4⅜	12	1⅝	10	—	9½	1	9½	1	9⅜	1	11½	—
27	16	21⅜	12½	29½	3⅜	19⅜	4	5⅜	12	2⅜	—	—	10	1	9½	1	15½	2⅜	1	—
28	20	17½	14⅜	23½	6⅜	11	2½	5⅜	11⅜	1⅝	10	—	10	1	9½	1	7	1	11½	—
29	6	19	12	25½	2	14	2½	5⅜	12½	1⅝	8	1	8	1½	8	3	6⅜	2⅜	1	—
Oct. 1	10⅛	15	28	24⅜	12	13⅜	12½	3⅜	20	2½	10⅜	—	10	1	10	1	9	1	11½	—
2	13½	14½	14	26½	8½	20⅜	4	3⅜	12	1⅝	11	—	10	1½	7⅜	2⅜	10⅜	1	1	—
3	14⅜	15	18½	26	7	17½	9	3⅜	12	1⅝	11	—	10	1	10	1	10	1	11½	—
4	28½	24	11	26⅜	4½	19⅜	10	4	19⅜	2½	12	—	10	1	9½	1	15½	3½	1	—
5	21½	14½	15½	22	10½	12½	10½	3½	11⅜	1⅝	11	—	9	1	9½	1	19	3½	1	—
6	8½	20⅜	27½	27½	2½	16½	6⅜	5	11½	2⅜	11	—	9	1½	9½	1	2⅜	2⅜	11½	—
8	22½	15	30	24⅜	9½	14⅜	13⅜	3½	21	1⅝	10⅜	—	10	1	10⅜	1	13½	3½	1	—
9	21½	15	12	30½	4	24½	7½	4½	12½	1⅝	12	—	9½	1	10⅜	1	8⅜	8⅜	11½	—
10	11½	15	20½	25½	9½	17⅜	6⅜	4½	12½	1⅝	12	—	10	1	11½	1	15½	4⅜	1	—
11	35½	22	15⅜	26½	10⅜	18⅜	6	3⅜	20	1⅝	11	—	9	1	10½	1	19	3½	1	—
12	12	14½	17½	24	15	11½	7	5	11⅜	2⅜	11	—	10	1	10	1	2⅜	2⅜	11½	—
13	7⅜	22	13½	28⅜	5½	15⅜	½	6½	12½	1⅝	11	—	10	1½	9	1½	5½	3½	1	—
15	21	18½	27½	25½	14	14½	13⅜	3⅜	20½	2	8½	—	10	1	11½	1	10⅜	8⅜	11½	—
16	12½	15	12	30	3½	24½	6⅜	4⅜	12½	1⅝	2	—	10	1	10	1	11½	8	1	—
17	28½	18½	26	28½	10½	18½	6½	4½	12½	1⅝	12	—	9½	1	9½	1	14½	5⅜	1	—
18	25½	26½	22	30⅜	4	18½	8½	4½	20⅜	2⅜	12	—	10	1	10½	1	15½	4⅜	1½	—
19	18	15	15½	23½	10½	11½	7⅜	5	12½	1½	12	—	10	½	10⅜	1½	5⅜	2⅜	11½	—
20	14½	19½	13⅜	25½	1	14⅜	2½	5⅜	10½	1⅝	11	—	8	1⅝	8	3	6⅜	2⅜	1	—
22	22	14½	28½	23½	9½	14½	10	3½	21	1½	11	—	9½	1	10½	1	18½	4½	11½	—
Total ...	537½	436½	444½	657	185	419½	183½	112½	365½	43½	110½	15½	240	26½	242½	30½	276½	143½	140½	12½

WIDTH OF COLUMNS: *Times*, 2½ ins.; *Telegraph*, 2⅜ ins.; *Post*, 2⅛ ins.; *Graphic*, 2⅛ ins.; *Mail*, 2⅛ ins.; *Mirror*, 2⅛ ins.; *Daily News and Leader*, 2⅛ ins.; *Express*, 2⅛ ins.; *Chronicle*, 2⅛ ins.; *Daily Sketch*, 2⅛ ins. LENGTH OF COLUMNS: *Times*, 22½ ins.; *Telegraph*, 24½ ins.; *Post*, 23 ins.; *Graphic*, 14½ ins.; *Mail*, 22 ins.; *Mirror* 13⅜ ins.; *Daily News and Leader*, 21⅛ ins.; *Express*, 22 ins.; *Chronicle*, 19 ins.; *Daily Sketch*, 13⅜ ins.

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THE EVENING NEWSPAPERS

(COLUMNS)

Date	Evening News		Westmins'r Gazette		Pall Mall Gazette		Globe		Star		Evening Standard	
1917.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.
Sept. 24	11	1	6	2½	8	2½	8¼	1¼	8¼	2	15¾	2¼
25	12½	1	7	2¼	13¾	2¼	7¾	1¾	6½	1½	5¼	1½
26	11	1	5¾	2½	9¾	2½	5½	1½	7¾	1½	15¼	2¼
27	11	1	5¼	2¼	10¼	3	5¾	2¾	7¾	1¼	5¼	1
28	11½	1	4½	2¾	13¾	2¼	6¼	2¼	8	1½	15½	2½
29	11	1	6	2¾	8	3¼	3¼	2	7½	1½	5¼	1¾
Oct. 1	11¼	1	6½	2½	11¼	3½	10¼	1½	6¾	1¼	15	3
2	12½	1	7¾	2¾	11¼	2¾	8½	2	8¾	1½	5½	1
3	11½	1	7	2¼	10¾	3	7¼	2	8½	1½	16¾	1¼
4	11¾	1	9	2¼	11¾	2½	8	2¼	7¼	1¾	5½	1
5	11	1	6½	3¼	11¼	2½	8¼	2	8¼	1¾	17½	1¾
6	11	1	6¼	2½	7¾	3½	3	1¾	4	1¾	6¼	1
8	11	1	9¼	2¾	12¼	2½	11¾	2	8½	1½	17½	1¼
9	12½	1	7	2½	9¼	3	10¼	1½	7¼	1½	4½	1
10	11	1	8½	2½	12½	3¼	8¼	2½	7	2¾	16½	2
11	11	1	7½	2¼	13	2½	6¼	2¾	8¾	1¼	5½	1
12	10¾	1	7	3	12¾	2¾	10¼	1¾	10	1¼	17½	1
13	10½	1	6¾	3	7½	3¼	1¾	2¼	5½	2½	6½	1
15	11¼	1	13	2¼	13	2	12½	2¾	8	2½	16½	2
16	12½	1	6½	2¼	10½	2¼	8¾	2	9¾	1	5½	1
17	11	1	8¼	2	12¼	3	8½	2	6¾	2	17½	1
18	11	1	9½	2½	12	1¾	9	2	7¼	1¼	17¼	1¼
19	11	1	5½	3½	14¼	2½	5½	2¼	9¼	1¼	18¼	1¼
20	11	1	7¾	2¾	6¾	4	3¾	2¼	3½	2¼	6	1¼
22	11	1	7¼	2½	9¾	2¾	9	2¼	8	2	15¾	1
Total	282½	25	181	64¼	272¾	68¾	187	51½	188¾	41¾	293½	36¾

WIDTH OF COLUMNS: *Evening Standard*, 2⅞ and 3⅜ ins.; *Westminster Gazette*, 3⅛ and 4⅛ ins.; *Pall Mall*, 2⅛ and 4⅜ ins.; *Globe*, 2⅜ ins.; *Star*, 2⅜ ins.; *Evening News*, 2⅝ ins.

THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Tit-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show
Sep. 27	11½	7	5½	6⅓	12	Full
Oct. 4	15	7	5⅝	5⅜	8¾	do.
11	12½	7	6	6⅛	12½	do.
18	14	7½	6⅓	6⅔	12¼	do.
Total ...	53	28½	23 1/24	24⅝	45½	44½

THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending	Country Life	Ladies' Field	Bystander	Tatler	Land & Water	Graphic	Sphere	Field	Punch	Illus. London News	Sketch	Queen
Sept. 27	40½	25	41	33½	22⅕	10	18	18	15⅕	13	23	25
Oct. 4	49	26	37½	29½	15¼	12½	15	15	15⅕	11¾	23½	60⅖
11	47½	24	37	33½	20	13	16	16	15⅕	14⅗	23½	25
18	51	48¼	39½	37½	16¾	13½	29⅕	29⅓	15⅕	13½	22½	30
Total	188	123¼	155	134	74½	49	78⅓	78⅓	60⅕	53	92½	140⅗

THE SUNDAY NEWSPAPERS

(COLUMNS)

Date	Observer		Sunday Times		News of the World.		Lloyd's		Dispatch		People		Reynolds's		Sunday Chronicle		Empire News	
1917.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C	D.	C.	D.	C.	D.	C.	D.	C.
Sept. 23	34½	9¼	30½	7¾	10½	2	14¼	11¾	13	1⅜	11½	9¾	12¼	5	9	1	10	1¼
30	42½	8	33¼	10	11½	2¾	15½	13¼	13½	1⅜	11¼	9½	12½	4½	7¼	1	9½	1¼
Oct. 7	34½	8½	32½	10	11¼	2¾	16	12¼	14¾	½	18½	8¾	13¾	4¾	8½	1¼	9½	1¼
14	36½	7¾	35¾	10	11¼	3	21	11¾	14¼	1¼	13½	9½	12½	5½	8½	¾	9¾	1¼
21	35¼	8	33½	10¼	11¾	3	20	12¼	14	1½	16½	10¼	13½	4¾	18	¾	20¼	1¼
Total	183½	41½	165½	48	56¼	13½	86¾	61¼	69½	6⅜	71¼	47⅜	64½	24½	50½	4⅜	59	2½

WIDTH OF COLUMNS: *Observer*, 2⅛ ins.; *Sunday Times*, 2⅛ ins.; *News of the World*, 2⅜ ins.; *Lloyd's*, 2 & 2¼ ins.; *People*, 2 ins.; *Reynolds's*, 2⅜ ins. LENGTH OF COLUMNS: *Observer*, 21¼ ins.; *Sunday Times*, 22 ins.; *News of the World*, 22¼ ins.; *Lloyd's*, 19⅛ ins.; *Dispatch*, 22 ins.; *People*, 18 ins.; *Reynolds's* 24⅜ ins.

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THE POPULAR MONTHLIES—OCTOBER

(DISPLAY AND CLASSIFIED—PAGES)

Strand	Cassell's	Quiver	New Mag.	Review of Reviews	Nash's	Woman at Home	Pearson's	Windsor
63¼	40¼	34¼	29¼	13¼	20½	24¾	23¾	28¾

Connoisseur	Wide World	World's Work	English Review	Royal	Grand	Novel Mag.	London	Captain
38¾	26¾	14⅛	17¼	16¼	17¼	16	41¾	10

Special Note—Insets are not included.

PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date	Bristol Times and Mirror			Glasgow Herald			Sheff'ld Daily Telegraph			L'pool Post and Mercury		
1917	National Display	Local Display	Smalls*	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
Sept. 24	1	3	11¼	4	17	16¾	5¾	3¾	5	1¼	11½	6½
25	2¼	2	11¼	3	12¾	13	6	4¼	7¾	¾	5½	10½
26	1½	3¾	10½	2¾	20¼	18	5	3½	4½	1½	7½	8¾
27	4½	3	10½	3	12½	12	6¼	3¼	5½	4½	7	6
28	¾	3½	9¼	4¼	20	16	2¼	4½	4½	4¼	8	11¾
29	4¾	10¼	25¾	3¼	13	11	4	14½	19	½	12	6
Oct. 1	2	3¾	10	3¾	22½	19½	5¼	4¼	5	¾	13	7½
2	5¼	3¼	9¾	3	12½	11½	7¼	5¾	7	6	7	8½
3	4¼	4	9¾	4½	23½	20	6¾	4¼	5	4	8	7½
4	2½	3¼	9½	2¾	13½	13½	5	3½	6½	4¾	8½	6½
5	2¾	6	9½	3½	18	16¾	4¾	3½	5	7¼	7½	13
6	5¾	14	27	2½	13	12½	3¼	18	20¼	½	9½	6½
8	1¼	4	13	4	22¼	20	4¾	4¼	5	2½	10½	6½
9	2½	5½	10¾	2¾	12	11½	5½	4	8¼	2¼	6	9½
10	1¾	4¼	10¼	3	23½	21½	7¾	4¼	5	4¾	8½	7
11	4¾	5¾	10½	2½	12¼	13	7½	5	5¾	5¼	7½	6
12	2	6	9	4	20	11½	4½	4½	3½	2¾	11	14
13	5¼	16¾	26½	2¾	13	13¼	4½	14½	20	¾	10	8
15	6½	4¼	10	3½	22¾	22	7¼	5	4¾	5¼	13	8½
16	4	3	10¼	3	15½	12½	4½	4¾	8¾	3	11½	8½
17	4½	4½	9¾	4¼	23	22	6¾	5½	5¼	5	11	8
18	5¾	5	10	2¾	13½	11½	9¼	3	6½	4½	8	6
19	1¾	4½	9¾	3	18½	18½	5¾	3¾	5¼	3	8	14½
20	7	12½	25	2½	14	12¾	3	12½	21	1½	10	6½
22	2¾	4	10½	3½	21	22	5½	4½	5	5½	12½	8
Total ...	87½	139¾	317½	81¾	429¾	392½	138½	148½	199	82	232½	202

* Including Auctions. Size of Columns: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins., width, 2½ ins. *Sheffield Daily Telegraph*, front page, 21 ins.: inside, length, 23 ins., width, 2⅝ ins. *Liverpool Daily Post*, length, 24 ins., width, 2¼ ins.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

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PROVINCIAL NEWSPAPERS—(Halfpenny)

(COLUMNS)

Date	*Liverpool Echo*			*Northern Echo, Darlington*			*Sheffield Independent*			*North Eastern Daily Gazette*			*Daily Dispatch*			*Irish Independent*			*Northern Daily Telegraph*			*Yorkshire Telegraph and Star*		
1917.	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
Sep. 24	2	3¼	15	5	3	4¾	2½	4¼	3½	3½	5½	8	6	3¼	5½	3	11	6½	½	5½	3¼	4½	2½	5¼
25	1	2½	17	7¾	¾	4¼	8½	10	5¼	3	6	9	8	3	4¼	1	6½	5½	8	5¼	3¼	5¼	2½	5¾
26	6¾	4	18¾	1¾	6¼	4¼	4½	1¾	4¼	2	6½	8½	7¼	2¾	5¼	5	9	5½	¼	4¾	3¼	4½	1½	5½
27	2¾	5	15¾	1½	6	4	3	4¼	4	7	5	8	7	2½	5¾	7	10	6	1	4¼	3	4½	4	4¾
28	5¼	11	15½	12¼	6	4½	8	7¾	3¼	3	9	8	10	2½	3¼	4¾	6¼	6	8½	8¼	3½	5½	6	5½
29	1	1½	8¼	½	8	5½	2¼	19½	11	2½	2	8	6¼	2¾	8	1¾	20	6	¼	6	3	1½	6¼	6
Oct. 1	2¼	8¼	15	8¼	6½	4¾	2¾	4½	3	3½	11	8½	8½	3½	3¾	4½	13½	5	1½	5¼	2¾	4	3½	5
2	5½	4¾	15¾	2¾	9¾	4½	9¼	10¼	4½	4½	5	8	10	2½	3¼	2¾	6¼	5¼	12¼	6	3¼	7¾	3½	5¾
3	5½	3¾	17	6¼	5	7¼	3½	4¼	3½	7½	8	8	8	3	4½	13	7¼	4½	2½	5¼	2	8	4½	4¾
4	5¼	6¼	14½	5¾	5¾	5¾	1¾	5	4¾	5	9	7½	10¼	2	3¼	1	8¼	4½	1¾	5½	3¼	5	3½	5
5	6¾	9	14½	6½	7	7¾	11¼	9¾	4¼	5	10½	8	9¾	2¼	3¼	12½	10½	5¾	8¾	9¼	4¼	7½	4½	5¼
6	1¾	1¼	8	1¾	8¾	7	5¾	18¾	11¼	3½	3	7½	5	3¼	6¾	1½	17	4¾	¾	6¼	2¾	1	5¾	7¼
8	4½	6¾	16	5¼	4¾	6	2	4½	4	6½	7	8½	10	2	3½	4¼	13½	4¼	¾	5¼	3¼	5¼	3	5¼
9	5	3	16	5¼	5¼	5¼	9½	8¼	5	5	7½	7½	7¼	3½	3¾	1¾	5½	4½	10½	7½	3½	5	2½	5½
10	3¾	2½	17¾	2½	1½	7	4½	2¼	4	6	5½	8	8¼	3¼	3¾	7	11¼	4¼	1¾	5½	2	5½	2½	5
11	5	9¼	15¼	4¾	6	6½	3¼	2½	4½	4½	8½	8	8½	2	5	7½	9¾	4¼	2¼	4½	2¾	5	3½	5
12	4	10	15¼	2	9	5	5½	11	4¾	4	9½	8½	8	2½	4	2½	4¾	4¼	7½	8	4½	5	3½	5
13	0	1¼	8¾	¾	10¾	5½	1¾	21¼	11½	2½	2½	8	6¾	2½	6¼	2½	20	4½	¼	6¾	2½	1¼	6¼	6¾
15	4	5½	14¾	5½	5¾	8¼	2¼	5	3½	7	5½	8	7¼	4½	3¾	5	10½	4¼	2¾	4¾	2½	6	2¼	5¼
16	7¼	4	16	6¼	7½	5	8¾	12¼	5¼	5½	7½	8	9	2¼	4	2	6	4¼	13¾	6¾	4½	4¾	3½	5¼
17	5¼	4¾	18	8	2¾	7¾	2¾	4½	3¾	6	6½	8	8¾	3¾	3	8¼	13½	4	1¾	5	3	5¾	2½	4¾
18	4½	7¼	16¾	6¼	6¼	5¾	4½	2¾	4	5½	7½	8	7¾	2¼	5¼	12¼	10½	4¾	1½	5½	2½	4½	3½	5
19	7¼	9	15½	6¼	7¾	4¾	13½	7½	3¾	6½	12	8½	7½	3	4¾	2	4	5	12½	10¼	4¾	10¼	5	5¼
20	½	1¼	8¾	1	11¼	6	1¾	20¼	11	2	5	8½	2¾	4	7¾	4	19½	4	¼	6¾	2¾	2¼	4¾	6¾
22	5¼	4½	15	6	7¾	5¾	1¾	5¾	3¾	7	8½	8	8½	3¾	3¾	4¾	12	4¼	2	5¼	2¾	5¼	2½	5¼
Total...	102	129¼	369¼	120	159	142¼	124½	207¾	130¼	118	173½	202⅛	196¼	72½	115¾	121¾	265¾	121¾	102	153¼	78¾	124½	93¼	135¾

SIZES OF COLUMNS.—*Northern Echo*, length 22½ ins., width 2 7/16 ins. *Sheffield Independent*, length 23 ins., width 2½ ins. *North Eastern Daily Gazette*, length 24 ins., width 2⅜ ins. *Daily Dispatch*, length 23 ins., width 2¼ ins. *Irish Independent*, length 22 ins., width 2¼ ins. *Northern Daily Telegraph*, front page, length 21 ins.; inside, length 22½ ins., width 2⅜ ins. *Yorkshire Telegraph and Star*, length front page, 21 ins., inside 23 ins., width 2⅜ ins.

Printed by W. H. SMITH & SON, THE ARDEN PRESS, Stamford Street, London, S.E., and published by the Proprietors, A. W. LIMITED, at Sardinia House, Kinsway, W.C.

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THE BRITISH MARKET

A Guide and Directory for Overseas Advertisers

THE ADVERTISING WORLD

We shall be pleased to answer any queries addressed to us by American correspondents, and to furnish them with any exact information required. Detailed reports of the market conditions affecting particular commodities will be furnished to responsible enquirers. Replies of general interest will be published in this Supplement, others will be forwarded through the mail. Communications should be addressed to (Transatlantic) Information Bureau, THE ADVERTISING WORLD, *Sardinia House, Kingsway, London, W.C.*

Advertisements in this Supplement are censored by us; and statements made in them may therefore be accepted without reservation.

Telephone: 2269 Holborn. Telegrams and Cables: "Adverworld, London."

TELL THEM ALL ABOUT IT!

BRITISH consumers believe that all British-made articles are the best of their kind in the world, and that all foreign-made articles are mere imitations to be tolerated because they are apt to be cheap, but for no other reason.

This idea, which consciously or subconsciously dominates the minds of the vast majority of the people to whom they must appeal—is one which American traders in the British market must seriously take into account.

It represents a prejudice that will cause every one of their claims to be heavily discounted unless it is properly met. More especially will this be so if whatever American article may be in question is indeed offered at a lower price than that to which British purchasers have been accustomed.

An unfamiliar cheapness is not in itself a sure attraction in this country. That the best is really the cheapest is a firmly held article

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of faith here, and unless full assurance of quality can be given, the lowest price in the world will not induce any to purchase but those driven by dire poverty.

A cheapness that is not fully accounted for will cause even the most excellent article to be suspect—the success of the sportsman who wagered that a trayful of sovereigns could not be sold at a penny each in a couple of hours on London Bridge may be remembered.

This is more or less true in relation to purchasers everywhere; it is nowhere else so true as in Great Britain.

Therefore the trader who is able to put on the market a standard article at less than what has come to be regarded as the standard price will do well to explain precisely why he is able to do so at the outset, and to explain again and again at frequently recurrent intervals.

The reason for the low selling price of his specialty may be the exceptionally favourable situation of his factory—unusual facilities in the matter of raw material supplies; complete standardisation of material and methods; high efficiency in factory organisation; most modern equipment in plant; huge output.

Any or all of these may afford more than sufficient explanation how it comes to pass that the highest quality and the lowest price can both characterise the same article.

But how and why it is that these things enable a first-rate article to be sold at a third-rate price the ordinary consumers will not understand unless the most patient and detailed exposition of the whole sequence of cause and result is laid before them.

Advertisers who are able to offer sound goods at a moderate price can adopt no more useful plan in their endeavour to gain the goodwill of the consumer than to describe the methods of production, and, in some cases of distribution, that enable them to give such good value for money. If they can support their own statements by some authoritative and independent testimony so much the better.

By thus taking the public into their confidence advertisers could disarm prejudice and anticipate criticism. Their openness and straightforwardness will of itself carry them a long way into public favour. By showing that they have nothing to conceal they will invite, much to their own advantage, comparisons with more reticent competitors.

It does not require very close investigation to reveal the fact that there is a growing demand for advertising of a more definitely informative character. The public is becoming more and more sceptical of unsupported statement and self-recommendation. Even in relation to old-established and familiar branded commodities this tendency plainly shows itself. Naturally it is much more pronounced when a novelty is in question.

The future will find the advertiser who cannot or will not "show cause" for every claim that he makes ever more and more disregarded. The effect, powerful as it has been found to be, of mere "general publicity" and "reminder" advertising will become progressively smaller. To be successful every advertising campaign

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REVISION
OF THE
ADVERTISEMENT RATES
FOR

JOHN BULL

THE increase in the circulation of "John Bull," coupled with the rising cost of production, render it necessary for us to announce a further change in our advertisement rates.

Commencing with the issue dated February 2nd, 1918, the charge for trade announcements will be at pro rata of £250* per page for the back cover, first white page, and pages reading matter, and £9 per inch in column form next matter (3 cols. to page).**

Recent circulation figures are :—

September 1	1,499,342
October 6	1,654,812
November 17	1,728,495

Our new rate works out at less than 3s. per page per thousand, and the journal is still the cheapest-rated periodical in the world.

Orders at the current rate of £200 per page will be accepted for insertion up to and including January 26th issue (space permitting), but beyond that date all insertions must be at the new rates of £250 per page and £90 per column

PHILIP EMANUEL
Advertisement Manager
ODHAMS, LIMITED
85-94 LONG ACRE
LONDON, W.C.2.

* $1,250.
** $45.

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will have to be primarily educational: that is to say it will have to provide exact information and teach the public how to reason from it.

At the present time openly informative advertising is all the more effective in Great Britain owing to the habitual reticence of so many British manufacturers and traders. They have been so accustomed to rely upon "the goods" as their own recommendation in the past that they do not realise that even the best wine needs all "the bush" it can get in these days of keen competition and critical consumers.

We should welcome an outburst of frankly informative American advertising in Great Britain for no reason more emphatically than because it would do something to convince our home manufacturers and traders that the time for relying wholly on "general publicity" has gone by.

Meanwhile the American advertiser who enters the British market has a great opportunity to make a position for himself and his commodity by being more explanatory and communicative in his methods than is common here.

The opportunity will not always exist, for British business men are more widely awake to-day than they ever were before. But it exists now for whoever has the enterprise and intelligence to take advantage of it.

SOME OPPORTUNITIES AND THE WAY TO SEIZE THEM

Notes of an Interview with Mr. V. J. Reveley, a worthy connecting link between American and British Advertising

"EVERY ADVERTISING proposition," said Mr. Reveley, "is so much a thing by itself that it is not at all easy to speak of advertising problems in general terms without danger—without some danger—of being misunderstood.

"A great many of the failures of advertising are in fact caused by the assumption that the methods that have proved successful in the case of one commodity, or of one market, will of necessity prove equally useful in another.

"This is a capital error, but one that it is fatally easy to fall into. The temptation to try to repeat a success often proves irresistible. Moreover, the advertiser who has succeeded in one instance is very apt to be intolerant of advice and disdainful of criticism when embarking upon a new venture.

"The advertiser will always be taking unnecessary risks unless he sedulously preserves an open mind and is eager to utilise the information and assistance of those who, in their own fields of action and experience, ought to be better equipped than himself. Particularly is this the case when he sets out to operate in a market unfamiliar to him.

"In many ways the American and British markets are so similar that the differences between them are often overlooked.

"The chief of these differences is that imposed by the huge area of the one market and the small area of the other.

"An enormous number of Americans are bound to rely upon advertising when bent upon purchasing either necessaries or luxuries. There is no well-supplied store within their reach. It is not so in Great Britain. The British people are so closely packed within their own

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The United States and The United Kingdom

are daily becoming more closely united by the increasing intercourse of their peoples. The friendships which are being forged in the great furnace of war will have a salutary effect on the future business relationships of the two great English-speaking races.

Already an immense chain of business houses are linking the resources of the two countries for the common needs of the Military, and looking forward to the days of peaceful industrial development.

THE DAILY MAIL

will prove to manufacturers desirous of instituting branches in the United Kingdom a powerful factor to success.

Its influence is of a thoroughly national character, and is the premier power in any advertising campaign in the British Isles.

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tight little island that practically all of them are within easy reach of an important marketing centre.

"Consider what this means. Millions of Americans have no other guarantee of the quality of the goods they purchase than that afforded by the advertiser's name or brand. They purchase on the strength of claims convincingly set forward in Press advertisements, catalogues or booklets; and if satisfied with the goods are thereafter customers that the advertiser can rely upon.

"The reliance of the customer is placed upon the brands which mark the goods that have met his approval. The advertiser is thus enabled by direct advertising to the consumer to build up a goodwill that is of stable and unassailable value.

"In Great Britain the majority of the people when they are buying go to a shop for the goods they require. There is always a shop close at hand.

"They patronise one shop rather than another mainly because the shopkeeper, or his representative, has won their esteem and they have come to believe that he can be trusted to deal fairly with them. They are very prone to rely, in short, more upon the retailer than upon the brand as a guarantee that they will obtain good value for their money.

"Consequently, the value of the direct advertiser's goodwill in Great Britain is often dependent to a much greater extent upon his relations with the retailer than it is in the U.S.A.

"The advertiser who attempts to do business in this country without making the establishment of good relations with the retailer one of his first considerations is very likely indeed to meet with disaster."

"There is another important effect of the difference in area size between the British and American markets which it is important to note.

"The advertiser who wishes to 'cover the country' by means of Press advertising has in Great Britain a group of 'National' dailies that can offer him a great proportion of the facilities he requires. Usually he will have to use other media as well, but these great dailies will provide him with the principal part of his requirements.

"It is, of course, not so in America. The area of the country is there so vast that a daily Press with anything approaching a national circulation is a practical impossibility.

"Consequently the advertiser who desires to appeal to the whole of the American constituency finds that the great magazines and not the newspapers are the best, and indeed the only, means by which he can attain his object.

"To the position attained by the leading American magazines we have no parallel in this country. We never shall have, for purely geographical reasons.

"The majority of these magazines are carefully printed on good paper, and the most delicate and complicated work of the artist or designer can be reproduced in them in perfect style.

"This has had a profound influence in determining the nature of the displays most favoured by national advertisers on the other side of the Atlantic. The artistic value of many of them is far greater than all but a few exceptional examples produced on this side.

(*Continued on page X*)

"My son, deal with men who advertise, you will never lose by it."

Benjamin Franklin.

WHAT AN AMERICAN AGENT SAYS ABOUT THE ERWOOD AGENCY.

The series of letters which are being published month after month from American Firms and Agents, whose advertising appropriations represent no mean figure, praising the Erwood Agency, should interest all advertisers seeking High-Class, Result-Pulling, and Novel Advertising Service. The following is another of the series :—

WYLIE B. JONES ADVERTISING AGENCY,
BINGHAMTON, N.Y., U.S.A,

W. L. ERWOOD, LTD., August 28th, 1917.
30 Fleet Street, London, E.C., England.

Gentlemen,—In the past ten years we have recommended at least half dozen of our clients who were starting business in Great Britain and her Colonies to place their business through you, and in every instance our clients tell us that you have handled their business in a very satisfactory way.

One point that was brought especially to our attention is the way in which you have taken their American copy and Anglicized it, as one might say, so that it was adapted to your markets. Many an American advertiser has lost his foreign advertising expenses by not having his copy adapted or rewritten to the needs of other countries.

The writer has visited your offices on Fleet Street and personally investigated your system for sending out orders, checking insertions, and paying the publishers, and was well pleased with the businesslike way in which every department in your large business was handled.

In some ways it would be an education for American Agencies to see the methods in use by you that minimize the expense of handling business and of avoiding mistakes.

We take pleasure in recommending your Agency to American advertisers who think of placing business in Great Britain or any of her Colonies. We feel confident no other Agency can give better service, and few can equal yours.—Very sincerely yours,

WYLIE B. JONES ADVERTISING AGENCY,
(Signed) Wylie B. Jones, President.

The Erwood Agency is an old-established concern, with ramifications all over the world. If you want advice on British, Foreign or Colonial Advertising, consult Mr. V. J. Reveley, the Managing Director.

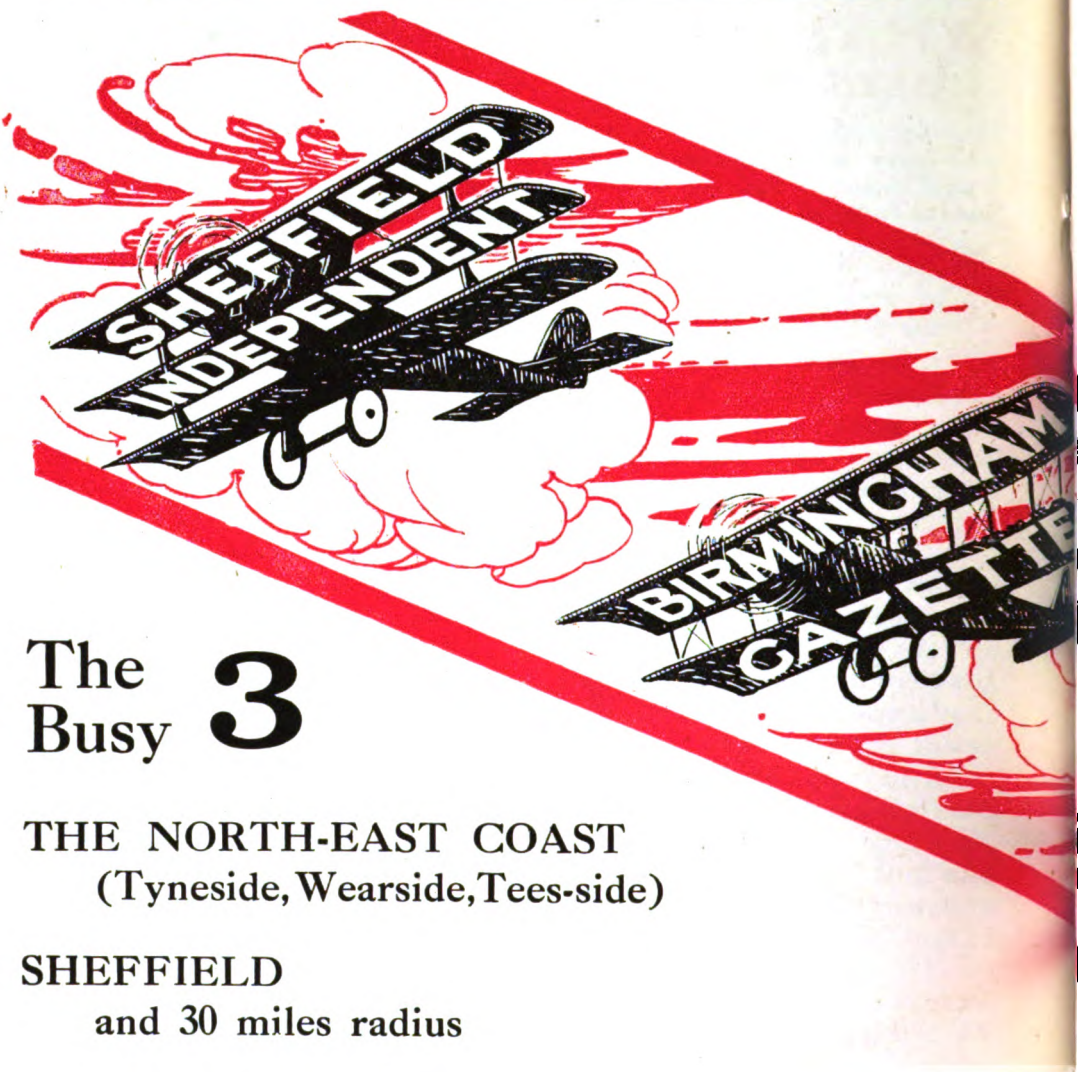
W. L. ERWOOD, LIMITED

International Advertising Specialists and Commerce Promoters

30, 31 & 32, FLEET STREET, LONDON, ENGLAND

Telephone: Holborn 1193. Telegrams and Cablegrams: "Banningad, Fleet, London."

Digitized by Google



The Busy 3

THE NORTH-EAST COAST
(Tyneside, Wearside, Tees-side)

SHEFFIELD
and 30 miles radius

BIRMINGHAM and the Black Country

The Big

Digitized by Google

Right in the First Flight

of the most powerful mediums in the kingdom, the BIG 3 will prove their value to space users who are desirous of reaching the buying public in the BUSY 3.

The BIG 3:

"The Northern Echo."
"The Sheffield Independent."
"The Birmingham Gazette."

London Offices:
17 BOUVERIE STREET,
E.C.4.
'Phone 5107 City.

Three

Digitized by Google

"Our efforts have of necessity been directed mainly to achieving the best results possible within the limitations imposed by quick printing on 'news' paper, and in this field we can challenge comparison with any of our contemporaries the world over.

"I mention this as one of the chief reasons why so often the kind of display that has been found very successful in America proves to be unsuited to the conditions of British advertising.

"In the matter of copy, too, it is seldom that what has been used in America will serve its purpose here without some modification. Apart from idiomatic differences in the speech of the two countries, there are numberless cases where words themselves have different shades of meaning; so that unless American copy is 'translated' it may often, to British readers, surround the advertiser's proposition with an undesirable 'atmosphere.'

"It will be understood that I am passing no adverse criticism upon American copy when I say that in practice I have seldom found it advisable to use it in a British campaign without a fairly free re-handling.

"Before the American advertiser who makes his entry into the British market in a businesslike and intelligent manner there are, it need hardly be said, greater opportunities to-day than ever presented themselves in the past.

"For one thing the American who attempts to do business in this country will have no nationally prejudiced opposition to overcome, but will on the contrary be assured of a warm welcome. This means much more than it would be easy to set down in words, for a prejudice is a great deal more difficult to break down than a reasoned objection.

"Then during the reconstruction period there will be such a huge demand for all kinds of commodities that no article of genuine utility, if it is known to be available, will be likely to lack purchasers.

"It must be remembered that practically every household in this country will require to be more or less refitted after the war. Since

THE GRAPHIC

Great Britain's Premier Illustrated Weekly.

A HOUSEHOLD WORD

for nearly half a century, "The Graphic" has held its own in all intelligent homes, and as such offers a unique opportunity to advertisers. The life of every issue at the time of its publication has been estimated at from five to six months.

RATE $340 PER PAGE

GEORGE SPARKES
Director of Advertising
Tallis House, Tallis St., London, E.C.4

Digitized by Google

TEMPORA MUTANTUR

ONE of the most remarkable changes that the great war has brought about is the disappearance of the quasi-religious prejudice against the Sunday newspaper.

The imperative need of knowing the latest news from the various theatres of the war has broken down barriers that seemed impregnable, and the Sunday newspaper has found its way into thousands of homes from which heretofore it had been rigidly banned. Nor will the door, once opened, be shut again, for the perusal of a paper that, like

THE

Sunday Times

has consistently conformed to the highest standard of journalistic tradition, and has endeavoured to give its readers not only all the news of the day, but authoritative and informative articles on the great issues of the hour, must bring the conviction that such an organ of opinion is indispensable to the thoughtful and intelligent public.

Digitized by Google

August, 1914, household repairs and renewals have been so much neglected, owing to the diversion of all our financial and industrial resources to war purposes, that there will be an absolute necessity for general re-equipment at the earliest possible moment.

"The same applies to numberless commercial establishments, quite apart from the vast amount of all kinds of manufactures that will be required for such reconstruction in this country, and conducted from this country in Continental fields, as comes under the head of public works."

"With all this reconstruction and re-equipment in prospect—and most urgently to be demanded as soon as ever it comes within the bounds of possibility—it is perfectly plain that there is practically no kind of advertisable commodity that could not be placed upon the British market at the very earliest moment when shipping facilities are available, with every prospect of success.

"Let me suggest a few classes of American commodities which occur to me as particularly likely to commend themselves to the British public:

"All sorts of toilet fitments, which in point of view of beauty and utility excel those manufactured in this country.

"Office fitments of every kind.

"American confectionery.

"Gas and oil heaters.

"Gas generating plants for country houses.

"Portable buildings of every description.

"Toilet articles and soaps.

"Labour-saving devices of all descriptions both domestic and general.

"Motor grass mowers, which can be seen all over America in use on golf courses and gentlemen's estates; they effect an enormous saving in labour, time and expense, and are practically unknown in this country.

"Labour-saving devices that can be found in use in almost every American garage, which are practically unknown here.

"Tinned soups and other tinned edibles, baking powders and cereals of all kinds.

"Paints and varnishes of every description.

Billposting for Beginners

If you do not know the ropes, you need the Service Billposting Contractor. If you do know the ropes, you know that the Service Billposting Contractor is indispensable.

New-comers are invited to consult us, without charge or obligation. We are the Service Billposting Contractors for the United Kingdom—London included.

DETAILED COSTS, town by town, and all practical information for Advertisers will be found in Mr. Cyril Sheldon's great book

BILLPOSTING

PRICE 11s. POST FREE

The only manual in existence.

Sheldons Ltd

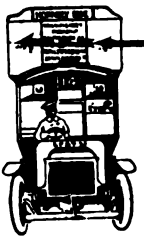
85-87 COOKRIDGE ST., LEEDS

Digitized by Google

GENERAL

LEADS

WHAT DOES AN ADVERTISEMENT COST?



DOUBLE FRONTS

21"×33"

£8 PER PAIR PER ANNUM
3/6 " " " WEEK

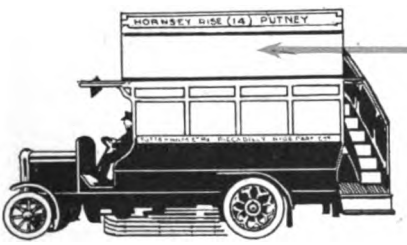
STAIRCASE PLATES

19"×38"

TOP PLATES £2 PER ANN.
CENTRE PLATES £2·10 " "
BOTTOM PLATES £3 " "

SIDE

CAN BE USED FOR EITHER PLATES OR POSTERS.



PLATES 12'6"×23" £13 PER ANN.
POSTERS 12'0"×21" 6/- PER WEEK.

FOR RATES AND PARTICULARS
APPLY TO THE ADVERTISEMENT MANAGER
THE LONDON GENERAL OMNIBUS COMPANY, LIMITED.
ELECTRIC RAILWAY HOUSE, BROADWAY, WESTMINSTER.

Digitized by Google

" Porcelain baths and wares.
" Branded oranges and dates.
" Self-generating gas lamps.
" Oils of various kinds.
" Petrol savers and substitutes.—All sorts of inventions in connection with motoring.
" Cooking apparatus.
" Every type of American motor car.
" Engineering of many descriptions.
" Tractors, ploughs, and every class of agricultural implement.

" I do not, of course, suggest that in these lines American advertisers will have no competition to meet from their British contemporaries—they will probably have keener competition to face in the future than they ever had in the past — but they will have certain advantages in producing and selling many of the classes of goods I have mentioned; and in any case the demand will be so extensive that there will be plenty of room for them as well as our own manufacturers.

" Many American advertisers are inclined to think that because their products have been given a large amount of publicity in 'the States' such publicity has procured for them a world-wide reputation. They therefore imagine that educational advertising is not necessary when appealing to the publics of foreign countries. This is a mistake which has cost many an American firm a fortune to correct. Advertising bristling with arguments and selling points is essential until a market has been more or less captured, and until the commodity has become generally known they must hark back to their method when they first introduced their commodities to the American public, and have their publicity propaganda modelled generally on somewhat similar lines to that used then. It is fatuous to imagine they can continue here from the point they have reached in their American methods. Of course, some American firms use nothing but educational advertising, and to such this does not apply.

Britain is veritably another world to the stay-at-home Americans. Not only are the objective facts of everyday existence unknown to them, but they are generally unaware of the little amenities of the outlook of the man in the street.

FRANK DILNOT.

" In my opinion an increased amount of American advertising in this country would prove beneficial to the British advertising industry.

" The attitude of the American business man towards advertising is one which might with advantage be more generally adopted over here.

" In America advertising is generally understood and respected—here it is often still regarded with suspicion and distrust. In America, too, the advertiser is always out to get the best in the way of advertising material and service—here he is usually looking for the cheapest.

" This being so, his example, when brought closely under the notice of our own advertisers, should strongly make for the betterment of British advertising in all its departments."

Publisher's Note

With the first of these Supplements we sent a letter requesting firms who received them to let us know whether they were interested in the export business. We have had many replies thanking us for the Supplements, and asking us to continue to forward them as they were found to be of great service, but from some of the recipients no reply has come to hand.

As the edition is limited and the demand considerable we can only forward copies to those who express a wish to receive them.

Digitized by Google

This month we publish a note of particular interest to the British Manufacturer from our U.S.A. Associate House.
JOHN HADDON & CO.

There are Three Million Motor Cars in use in the United States.

There are less than 300,000 in use in Great Britain. One person in thirty-three affords a Motor Car in America—only one in about 200 affords a Motor Car in Great Britain.

The United States has a greater spending power than has any other country: she consumes more per head of nearly every product of labour. Wages are from 40 % to 75 % higher in America than in England. Her standard of living and scale of wages are the highest in the world. Her prolonged neutrality has accumulated for her National assets of £1,400,000,000 and three-quarters of the world's supply of gold. Irrespective of current exports America's imports for one month (May, 1917), exceeded those of the corresponding month in 1914 by £23,289,130.

The United States is the logical field for British Export Trade.

What is generally accepted to be the most perfect method of marketing goods exists in the United States, and it is made possible through the medium of its specialized press. Americans are a reading public. No other country has so many publications—there are 25,000 periodicals published in the United States.

Apart from this, Americans are the greatest advertisers in the world. They BELIEVE in advertising. The average American manufacturer of a staple article could not prosper unless he advertised. The consuming public of the United States EXPECTS him to advertise, and so standardize his product.

The present association of Great Britain with America bespeaks vast possibilities. The wave of sympathy for Great Britain which has permeated the United States on its entrance into the war, further cements the friendship of the two great countries and batters down what formerly were obstacles to trade. Now is the time for British Manufacturers to take advantage of the situation thus created.

J. ROLAND KAY CO.

INTERNATIONAL ADVERTISING AGENTS,
SPECIALISTS IN PUBLICITY IN THE UNITED STATES.
CONWAY BUILDINGS, CHICAGO, U.S.A.

ASSOCIATE HOUSE OF JOHN HADDON & CO.
(Established in the City of London in 1814),
SALISBURY SQUARE, LONDON, E.C.4
AND AT SYDNEY, CAPE TOWN, CALCUTTA, BUENOS AIRES AND RIO DE JANEIRO.

We invite correspondence to, and consultation in, either London or Chicago from any interested in Trade Development between the two Countries.

Digitized by Google

MARKET POINTERS

In Reply to "T. W. Co."

It would certainly be very unwise to leave the "trade" Press out of your calculations. The leading trade papers occupy very strong positions in their several spheres, and are a recognised medium of communication between the manufacturer or wholesaler and the retailer. That it pays to utilise the influence that they command cannot be questioned.

No doubt it is possible for an aggressive and energetic advertiser more or less to force the hand of retailers, but it is bad policy to do so. To gain the goodwill of those through whom his goods are finally distributed to the consumer is worth the expenditure of much labour and money in this country. We may refer you to some observations of Mr. Revelcy, who is "interviewed" in this issue bearing on this point.

"Be deliberate in your plans and bold in executing them."

H. GORDON SELFRIDGE.

In Reply to "McDermott."

Our opinion is that you would do best to find out the right man to handle your proposition here—come over yourself and look for him, if possible—and then leave him as free a hand as possible.

You don't know the market, and cannot operate except through someone who does. The problem resolves itself into a question of your ability to select a competent adviser, and willingness to back your judgment by giving him a fair chance to make good when you have done so.

If he fails to justify reasonable expectations after an unhampered trial, blame your own judgment, and say good-bye to him; if he succeeds don't let him go because he is making too much money out of your proposition, and somebody else is willing to handle it for less.

N.B.

WE particularly direct the attention of our American readers to the service that can be rendered them by THE ADVERTISING WORLD *Information Bureau. They may be assured that whatever advice or information it offers is given by an absolutely independent authority, and is not influenced by a regard for any interest other than that of the enquirer.*

Everything the advertiser requires to know about the British market and the most practically useful methods of operating in it we are in a position to supply to responsible applicants.

The A. W. Information Bureau,
Sardinia House, Kingsway, W.C.2.

Digitized by Google

HARVARD COLLEGE

The ADVERTISING WORLD

DEC. 1917 PRICE 1/-

LIBRARY OF THE GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

The Season's Compliments

MR. PUNCH and his Advertisement Manager extend the Season's Greetings, sincerest Good Wishes for a Happier New Year and their warmest thanks to the hundreds of Advertisers, Advertising Agents and Advertising Managers who have so willingly helped in making 1917 the TENTH consecutive year of notable Increase of Advertising Revenue.

Punch Office,
December
Twenty-fifth,
Nineteen Seventeen.

Advertisement Manager, "Punch."

Digitized by Google

Unique service in the North and East Lancashire field is afforded by the "Northern Daily Telegraph" by reason of its net sale being unequalled by the combined net sales of all other daily or weekly newspapers within the area.

And North and East Lancashire holds a thickly populated industrial community, whose wage-earning capacity is not exceeded by the workers of any other part of the kingdom.

Head Office
BLACKBURN
London Office
85 FLEET STREET.

Digitized by Google

In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting booklet. It is FREE upon application to Head Office

SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.

PRESS ETCHING CO., LTD.

12 WINE OFFICE COURT,
FLEET ST., LONDON, E.C.

Telephones:
Holborn 2907-8.

Telegrams:
"Collotype, London."

Blocks
DESIGNS & DRAWINGS
for Catalogues Booklets
Souvenirs Book-Illustration Box-Tops Labels
Cartons Covers Letter-Heads

GARRATT & ATKINSON
Artists & Blockmakers
Warwick Works EALING
London W.5

AFTER THE WAR IS OVER

what will ***your*** position be in comparison with your trade rivals ?

In some way or other you ***must*** advertise to hold your trading status and build a bigger business to meet the war taxation which will fall heavily on the retail trader for many years to come.

What amount in cash do you get back each week for the money you spend on advertising ?

The cost of all your publicity should be "a paying investment," or if merely an expense, tolerated "to keep your name up," should be entirely eliminated.

The progressive retail advertisers who formed the A.R.A. "combine" have secured their advertising appropriation against problematical results. One of them, when sending a Requisition for more copy, voluntarily wrote as follows :—

"It is a pleasure for us to entrust this work to you, as we know from past experience that the tone of the copy will be such that the advertisements we now require will be real business bringers."

Has your advertising that character ? If not, why not "retain" the A.R.A. as ***your*** advertising advisers ?

WHAT ARE YOU GOING TO DO ABOUT IT ?

ASSOCIATED RETAIL ADVERTISERS
34, ESSEX STREET, IN THE STRAND, LONDON, W.C. 2

At *your* service, if not already "retained" for your town and trade.

Digitized by Google

The A.W. Professional Bureau

The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters :
The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone : HOLBORN 2269

These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.

SITUATIONS WANTED.

(B. 44)
Assistant Advertising Manager.
Inside position wanted in newspaper or other advertising department. Had a thorough training on the advertising side of newspaper work. Able to write copy, and has also a good all-round knowledge of provincial newspaper management. Salary £4 per week. Age 30. Discharged from army.

Copywriter. (B. 43)
Lady requires appointment as Advertising Manager or Assistant. Has held that position in two well-known firms' advertising departments over a period of five years. At present with important agency, but leaving at the end of the year. Salary £312 per annum. Age 28. Single.

Advertisement Manager. (B. 37)
Ten years with a large London store; five years advertising expert with well-known agency. Over military age. £250–£300. Can commence new duties at once.

(B. 35)
Advertisement and Sales Manager.
Has had full control of large advertising appropriation over a period of nine years. Greatly experienced in dealing with selling staffs and outdoor representatives. Competent organiser. Fully qualified to take control of entire office staff. Age 30. Married. £400.

Copywriter (B. 34)
Thoroughly experienced copy and layout man is open to accept responsible position in Midlands, Birmingham preferred.

Part Time Copywriter. (B. 41)
Experienced advertising man requires work. Capable of turning out good forceful copy at short notice.

Advertiser's Assistant. (B. 45)
Lady who has held this position in a large London Store is open for similar employment at once. Salary £250. Age 26. Single.

SITUATIONS VACANT.

Box "**Agency Artist.**"
A Large Agency require the services of a competent Artist and Letter Man.

Box "**Photo.**"
Copywriter and Assistant Advertisement Manager required in London office of national advertising manufacturing firm. A knowledge of photography required.

Box "**Textile.**"
Assistant Advertising Manager (Lady) required for a leading provincial wholesale drapery house.

Box "**Copy Clerk.**"
Junior Copywriter wanted in a London agency office.

Box "**Drapery.**"
Advertising Manager wanted for a large London Drapery House. Good salary to thoroughly competent man who can take entire charge of department.

Box "**Monthly.**"
A good canvasser wanted on a well-known sporting monthly. Salary and commission.

Box "**Printing.**"
Copywriter (lady) wanted for an important London printing house. Must possess imagination and be able to make rough sketches and lay-outs.

Address all answers in first place to :
Professional Bureau, THE ADVERTISING WORLD, Sardinia House, Kingsway, W.C. 2.

Commercial Artist
of experience for designing Press advertisements; charge of art dept. Apply Fredk. E. Potter, Ltd., Pen Corner House, Kingsway, London, W.C.2.

Digitized by Google

India's Imports

A glance at the latest list of Imports will convince you of the value of Indian Trade.

Are you participating to the fullest extent? If not, then write to us. We are Specialists and can assist you. Advertising literature prepared in all Indian languages.

Alliance Advertising Assn.
LIMITED.
INDIAN ADVERTISING SPECIALISTS
CAWNPORE—INDIA.

MANAGING DIRECTOR of Sixpenny weekly in London with special class circulation, wishes to correspond with smart, live advertisement representative who can bring undoubted goodwill with West End, Country House, General and Motor Advertising, and is friendly with the London agents. Generous terms and full opportunities given to really smart man or woman.

State details of present employment, age, present average weekly turnover, and qualifications in own handwriting to "Canvasser," c/o A.W., Sardinia House, Kingsway, W.C.2.

LANTERN SLIDES FOR ADVERTISING

made to order, in any quantity, plain or coloured, at lowest price concurrent with first-class execution. V. de Bont, Technical Photographer, 9 Millman Street, W.C.1.

Indian & Colonial Advertising Expert Advice from Personal knowledge of Markets and 60 years' experience.
WRITE FOR PARTICULARS.
D. J. KEYMER & CO.
8 WHITEFRIARS STREET, LONDON.
Telephone No.: 5310 Holborn.
ADVERTISING COUNSEL

BADGES

SATIN FLAGS : SOUVENIRS

Designs and Estimates submitted free for any kind of Metal or Enamelled Badges, Silver and Gold Medals, Souvenirs, etc., etc.

OUR DESIGNS & VALUE ALWAYS THE BEST

AN ARTISTIC BADGE CAN BE USED AS THE "BACKBONE" OF AN ADVERTISING SCHEME

THOMAS FATTORINI
Badge Manufacturer, **BOLTON**

ALSO AT BIRMINGHAM, LONDON AND SKIPTON

Monthly THE Monthly
6d. LONDON TIME-TABLE 6d.
AND RED RAIL GUIDE (ABC)
600 pages
FITS THE POCKET IN SIZE AND PRICE

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

Special Features:—Steamship Guide, Buy. 'Bus and Tram Services, Entertainment Gu. don Stores, Hotels, Golf Clubs, Racing Fixtu

General Offices: Hampden House, 3 Kingsway, London, W

Digitized by Google

The A.W. Information Bureau

This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.

Note These Two Simple Rules.

(1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).

(2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

SOME OF THE ENQUIRIES ANSWERED THIS MONTH.

FROM A GLASGOW OFFICE.
Will you kindly put me in touch with the —— *Exporter*, and give me your opinion as to the standing and value of this publication ?

FROM AN AMERICAN ADVERTISER.
Will you give us a little information regarding the effect of the war on the jewellery stores and retail watch manufacturers in England ?

FROM A NORTHERN ADVERTISER.
Could you kindly supply me with a list of advertising agencies outside London ?

FROM A SOUTH AFRICAN ADVERTISING SUBSCRIBER.
Will you be kind enough to recommend me a correspondence course of advertising and salesmanship ?

FROM A FIRM OF ANILINE COLOUR MANUFACTURERS.
We are requiring a supply of boxes similar to samples enclosed. Will you be good enough to assist us into a good market ? Please let us have all the copies of your Export supplement, which we understand gives a free service to exporters.

FROM A SCOTCH CITY.
Please let me know what cities or boroughs are issuing regular guide books, and how they obtain their advertising.

FROM A LARGE NUMBER OF SUBSCRIBERS we have had enquiries as to the Consolidated Paper Restriction Order. One subscriber in Ireland states that his firm have all their 3-colour blocks for a catalogue completed, and want to know what they are to do about it. In another instance 800 blocks are in hand at the blockmakers, and are practically completed. To all these enquiries we have replied that the Order, up to the time of going to press, stands as published, but that a strong committee of the London Chamber of Commerce are making strenuous efforts to get some relaxation of the Order.

The BEST EVENING PAPER in LONDON

is the Evening Standard. It has no equal for reaching well-to-do people in London and the home counties. It can give you here the right publicity with no waste and no over-lapping.

Digitized by Google

The BRIGHOUSE ECHO
AND THE ELLAND ECHO

FRIDAYS (Established 1887) 1d.

CIRCULATES in one of the best industrial areas of the West Riding of Yorkshire, and is the only local newspaper for the Brighouse, Elland, and Hipperholme districts.

The ECHO is the paper to which the public look for reliable and the most complete reports of local events.

The ECHO is the paper on which advertisers rely to give the utmost publicity to their announcements.

The ECHO is a safe medium for reaching the purchasers in districts where the number and variety of trades ensure good and constant employment.

Rates and fuller particulars from the Publishers, Brighouse

With many thanks for favors conferred during 1917

THE FREEMAN'S JOURNAL LTD.

wish their clients the Compliments of the Season and the best of Luck in 1918.

FREEMAN'S JOURNAL, Ltd.
118, Fleet Street, London, E.C
Advertisement Offices :
27, Westmoreland Street, Dublin.

AN OUTWARD AND VISIBLE SIGN

NO ONE will believe that you are commercially alive unless you give some unmistakable sign of vitality.

The sign that cannot be overlooked is an Oldham sign ; for it will be unlike any other, as individual as you are yourself.

We have for many years made it our business to invent and construct signs that are exactly fitted to represent individual enterprises.

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GAWTHORP'S Ltd
SIGN
ADVERTISING
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The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

DECEMBER, 1917

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"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

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LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

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400 square miles

with a population of 8,000,000, the whole of the City, West End, and all the London and suburban residential areas.

HENCE YOUR EXHIBIT BY POSTERS ON THESE VANS SECURES THE WIDEST AND MOST PROFITABLE PUBLICITY.

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MR. HIGHAM invites correspondence with manufacturers who contemplate increasing their output to combat German competition after the War. He can show them how to secure increased turnover rapidly and economically. His address is IMPERIAL HOUSE, KINGSWAY, LONDON, W.C.

PORTRAIT BY HUGH CECIL.

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VOL. XXXII. NO. 6 DECEMBER, 1917

THE OLD YEAR AND THE NEW

THE passing of an Old Year and the birth of a New Year may be nothing more than the tick of the clock that bridges an arbitrary mark upon the calendar. None the less it is an occasion upon which the most callous of Time's wayfarers is inclined to pause, and consider whether out of the experiences of the immediate past he can find some foreshadowing of the hazards of the immediate future.

After a year so full of momentous happenings, and before a year that seems so big with fate, one's reflections must indeed be deeply and darkly coloured; but they need not all be sombre. We need call upon no unreasoning optimism to see that the shadows behind us are luminous with glory and the mists before are brightly shot with hope.

We at home have not had an easy time of it during 1917. In every department of our commercial activities the strain imposed

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by a shortage of vital supplies, a lack of competent workers, and more particularly by the impossibility of forecasting the conditions of even the most immediate future, has grown more intense from month to month. And its increase has not been regular and calculable. Except that it has become more and more rapid as time has passed it has been so erratic as to baffle any attempt to discount its unwelcome promises.

The astonishing thing is that despite all natural difficulties and artificial restrictions British manufacturers and traders have contrived for the most part to " carry on," in one fashion or another, so successfully.

In our own sphere the facilities in normal times open to advertisers have been drastically limited, mainly owing to what is rapidly approaching a paper famine, but in part due to the severely limited supplies of other essentials, among which skilled labour is the chief.

Because of this, and the absolute inability of a large number of prominent advertisers to obtain the raw materials of production, the volume of advertising in this country during 1917 was very considerably less than that of the previous year.

More than enough advertising, however, was forthcoming to utilize to the full all the desirable space, material and service that were available. Space in the advertisement columns of all leading newspapers and periodicals was at a premium; such advertising material as could be offered, of whatever kind, found a ready sale even at figures that might well have been regarded as prohibitive; and the energies of the limited number of reputable agents, able artists and competent copywriters who remain in commercial service were taxed to the uttermost.

Taking every disability into account it is much more than merely creditable to all parties concerned that the average quality of advertising matter issued during the year was well up to the pre-war standard. What this has meant is best known to those service agents who have had to supply bricks, not only without any possibility of obtaining a sufficiency of straw, but with all their reliable brickmakers gone " to the wars."

The advertising record of 1917 is, indeed, in general a record of unprecedented difficulties manfully faced and tackled. If all of them have not been overcome—for a shortage of raw materials is of the most stubborn kind of fact—most of them have been circumvented in one way or another with surprising success.

We have had a thorny piece of ground to plough and cultivate, but looking backward we can plainly see how greatly the harvest exceeded our most rosy expectations. Once more we have found that our fears for the future, perhaps natural enough in times such as these, were vastly exaggerated.

It is in the light of this experience that we should look forward to 1918. That it will see us subjected to burdens heavier than those we have hitherto suffered is so probable that it may be accounted certain, but then, we are in much better trim to bear them than before. We have been in training in our own field of action and have discovered that we are able to endure without disabling injury

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a great deal more of shock and strain than in the piping times of peace we would have sworn must prove fatal. So there is no need for us to let our misgivings damp our courage. Advertising has proved itself capable of withstanding some of the hardest assaults that fortune can bring against a modern business even in war-time; and it is not likely to succumb to any of those that threaten it in 1918.

The patriotic part of advertisers and advertising men at home is to pursue their commercial activities courageously, persistently and with redoubled keenness. "If my advertising must become less in quantity it shall make up for it by becoming better in quality"—that is what the advertiser should set down for himself as the sound war-time policy. Advertising is *the* great weapon, both of offence and defence, in the equipment of latter-day commerce; and it is for British advertisers and advertising men to see that a weapon so important to the national future is not allowed to become rusty or blunted by neglect, whatever the conditions of the moment may be.

PAPER

THE most difficult of the problems that will confront advertisers during 1918 will be those occasioned by the shortage of paper. There is every indication that this is rapidly approaching, if it has not already reached, a point at which very drastic regulations of the use of paper for whatever purpose will have to be formulated and enforced. Otherwise a series of quite avoidable commercial disasters will demonstrate the clumsiness and lack of foresight with which this paper problem has been handled from the first; and an amount of ill-feeling will be engendered that may work a deal of mischief before it is allayed.

There is, of course, no purpose to be served by disguising the fact that the only manner in which paper can effectively be economised in any further degree is by some general interference with the production of newspapers and periodicals. Economies of considerable magnitude have, as we all know, already been effected in this direction; but many of us are of opinion that, in the circumstances, they might be carried farther, even a great deal farther, without irreparable injury being done to any one of the many interests involved.

In France, as it appears, newspaper circulations are to be curtailed all round to the extent of fifty per cent. We should be sorry to see such a measure become necessary in this country; but do not think that even so it would occasion much hardship, while in many directions it would come as a most welcome relief.

Whatever plan the Paper Commissioners or the powers behind them may adopt to achieve their end, what that end should be is clear. They should make it the basis of their policy to see that *all* the paper available is shared by those whose ordinary usage gives them a title to a part of whatever may be distributable in just proportion

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—that is, they all should have an amount representing so much per cent. of whatever quantity represented their normal supply during an agreed period in the past.

It is not for the Paper Commission to determine whether this or that class of paper consumers may be neglected entirely while another receives full measure. That is or should be matter for consideration by a higher authority; which should deal with it, not as a paper question at all but as a question whether it be desirable in the public interest at the present time that certain businesses should be suspended—for that is what in a great many instances it amounts to.

So far the Paper Commission seems to have contented itself with inconsequent tinkering here, there, and everywhere, instead of dealing as a whole with the problem it was set to solve. As a result it has landed us in a situation that threatens a catastrophic disturbance of an important part of our commercial organisation.

We hope that at long last it will find itself compelled to act upon wider views and with a firmer grasp, and that it will realise that its most important function is not merely to evade the inconveniences of the moment but to keep an eye on the future for the rest of us.

CIRCULARS

AT length those advertisers who depend upon the circularisation of customers for a large part of their trade are beginning to become aware of the extremity of their danger. But for the enthusiasm and determination of a few among their number they would probably have found themselves, quite unexpectedly, submitting their necks to the axe of "Dora" on January 31st next, uncomforted by even the poor satisfaction of having uttered a word of protest.

Fortunately for themselves they are being made aware in time, though not a day too soon, of the fate that is in store for them, unless they rouse themselves to avert it.

A committee of the London Chamber of Commerce has been formed, with Mr. C. E. Town as Hon. Secretary, to organise a revolt against "Dora's" latest exhibition of irresponsible tyranny, and it is being powerfully and widely supported.

In the form of a "humble petition," it has framed a damning indictment of the proposal to single out advertisers who chance to use circulars, for peculiar and condign punishment under the altogether false pretence that they are in an exceptional degree responsible for a huge paper consumption that must now be checked. This "petition" is being backed by thousands of good names, and will furnish a representative deputation with a remarkably useful introduction when it goes to have a little serious conversation with the President of the Board of Trade.

It is hoped that the representations which can be made to this important Minister will produce the desired effect of a drastic modification of the Paper Restrictions Consolidation Order, 1917, in

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so far as it relates to circulars; should they fail to do so the "petitioning" Committee possess other resources of by no means a negligible kind, to which, no doubt, they will immediately betake themselves.

Meanwhile we advise every advertiser, etc., interested in this matter—and there are few unaffected by it, for every description of catalogue, price-list, booklet, and even form letter "printed *or written*," is interdicted by it—to communicate with Mr. C. E. Town at the Committee's headquarters, London Chamber of Commerce, Oxford Court, Cannon Street, E.C., with a view to adding something to the strength of the protest that is being made. Everyone who does so should also become a missionary among his fellows, and get them to follow his example.

If only a fair number of those upon whom the proposed interdict will press most injuriously will in this manner unite, and make their voices heard, even the cloak of "Dora" will not be sufficient to prevent the clear justice of their demands from becoming too apparent to be ignored.

But they must take action at once. The fatal 31st of January will soon be here; and it is easier to crush an Order in the egg than to bring it down on the wing.

LYONS SAMPLE FAIR

IT is by now fairly well assured that Lyons is to take the place of Leipzig as the home of the world's greatest "sample fair." Short as its history is it can point to a splendid record of business done at the Fairs already held, and the arrangements already made by manufacturers and traders for the Fair of 1918 are such as to show that in every department it will far outstrip its predecessors.

The future of the Fair is being planned upon the most comprehensive scale. It enjoys the direct support of the French Government, and there is every reason to suppose that it will before long receive the support of the other Governments of the anti-German Entente in a special and official manner.

A great many British manufacturers and merchants have by now become aware of its great and quickly growing importance. Those who do not happen to have had this impressed upon them should make enquiries of others better informed, and they will perceive that the annual Fair at Lyons is becoming a fixture not to be ignored without loss. As a beginning they might read the notes published in the supplement at the end of this issue, which will tell them much that they will desire to know.

In supporting the Lyons Sample Fair because it is commercially worth while to do so British traders will have the additional great satisfaction of knowing that they will be rendering more efficient a piece of machinery that is bound to do first-class work in capturing enemy trade. It will be no less pleasant to them to reflect that France, which has suffered so much and wrought so splendidly for our

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common cause, will in future gain whatever prestige and profit may accrue from the holding of this great world-market within its borders.

The 1918 Fair opens at the beginning of March, so there is no time to lose if representation in it is desired. We shall be pleased to give any information in connection with it that our readers may require.

WAR BOND BOOM WEEK

It is not at all easy to estimate the money value of the gift made by advertisers to the State during the War Bond Boom Week, but the most competent judgment assesses it at not less than £100,000.

This is surely a most generous contribution, more especially when it is remembered that the advertisers who offered it are paying in taxation, etc., a tribute rather more than less heavy than that exacted from business men in general, and that they are themselves among the most consistent and substantial subscribers to the War Bond issue.

And in congratulating the advertisers who gave their space we must not forget the agents upon whom fell the task of providing suitable matter to fill it. Most of these agents are working with such depleted staffs that they are overstrained by the attempt to cope with current business; and to many the Boom Week scheme meant that they had to do work already completed all over again. Nevertheless, they somehow found the time and energy to tackle this new task with enthusiasm; and to them is undoubtedly owing a great part of the success achieved.

As a matter of business interest, it is unfortunate that the Boom Week effort of private advertisers was accompanied by so many other efforts, public and private, that it will never be possible to ascertain even approximately the actual results secured by it. There is, however, not the slightest reason to doubt that they were such as would more than satisfy even the most expectant.

The interest aroused among the general public by this campaign, as disclosed by innumerable remarks and conversational fragments that might everywhere be overheard, was adequate proof that it had not failed in its intention.

TO ADVERTISING MEN

We should like to draw the attention of all advertising men to the announcement made by Mr. G. A. Sutton, that at the request of the Chancellor of the Exchequer he has assumed responsibility for the direction of the Press and other advertising for National War Bonds and War Savings Certificates.

Mr. Sutton further announces that he invites every salesman, sales manager and advertising man to send him any suggestions likely to advance the

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object he and his able colleagues have in view. We are sure those addressed will rally to the support of Mr. Sutton and his co-adjutors in this work of publicity, and we have the more pleasure in directing attention to Mr. Sutton's appeal from the fact that we have ourselves been asked by several correspondents to what quarter they must send suggestions. Letters should be addressed to Mr. Sutton, at the National War Savings Committee, Salisbury Hotel, E.C.4.

As Mr. Sutton says, the work is of national importance, and we know he can with confidence appeal to the patriotism of all engaged in advertising and salesmanship in any way to help in raising funds for the carrying on of the war and in impressing the importance of economy. "Therefore," says Mr. Sutton, "I offer no other reward than that they will be helping their country and the consciousness that they are doing so."

In these grave times a great call is made to every man to do what he can to serve his country, according to his gifts and opportunities, and those who can help in the direction we have indicated will be rendering real service and that, too, on the lines in which they are best fitted by their training to give aid.

The direction of this campaign is in good hands, for Mr. Sutton has great experience, and to him, it will be recalled, belongs the credit of having persuaded the Government to use the "Buy War Bond" cancellation stamp on letters. We look with confidence to seeing some very interesting publicity for the cause in question. There is a good case and it will be in good hands, and now advertising men have the opportunity to show what they can do.

CORRESPONDENCE

Advertisers and the War Bond Week

Editor, THE ADVERTISING WORLD.

DEAR SIR,—With few exceptions, the national advertisers' special advertising for War Savings reflects our national characteristics. Whenever Peace comes we shall celebrate it by hiring carpenters to decorate our streets and public buildings, and retailers will commission show-card writers to design suitable mottoes to celebrate the overthrow of militarism.

We shall have street processions of motor lorries and drays, horses decorated with paper rosettes, and plump Britannias seated on beer barrels. Collecting boxes will be carried by comic clowns, and George Robey will be knighted.

A great opportunity has been missed by the traders of this country. The War Savings Committee gave ample time for most advertisers to have enlisted the services of the best artists and writers.

In my opinion the bulk of the War Bond advertising by the traders of the United Kingdom was one-twentieth patriotism, and the rest "Business as Usual."

The Government asked for free space—they were quite clear on this point—and the man who mixed up his business announcements with War Loan advertising resembles the man who gives his daughter a Christmas gift of a box of cigars.

Napoleon was right when he dubbed us a "nation of shopkeepers."

Peace will come some day. How will the national advertisers celebrate it?

Yours truly,

C. BRUNNING.

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MR. HARRY TEMPEST VANE, C.B.E.

By A. J. SLINN.

IN PARTICULAR because Mr. Vane showed himself such a firm believer in advertising in the black days just after war had broken out, I think he fully deserves to be the subject of one of the series of portraits in the "A.W."

It meant a great deal of courage to continue to advertise in that time of crisis, when the fate of the British Empire seemed to be in the balance and nobody knew what might happen. But Mr. Vane had courage, he believed that all would come right, and events justified his decision to "carry on." Mr. Vane appreciated the necessity of advertising and he realised, even in that fateful August, the enormous importance of retaining the valuable international goodwill of the Napier Co., of which he is joint managing director. So he has consistently advertised since the beginning of the war, though at first, as we remember, many firms in his own as well as other branches of business ceased to do so. He appreciates to the full how short is the public memory and how essential it is to keep the name of a firm and its products steadily under public notice. And Mr. Vane has followed out his policy despite the fact that the Napier Co. is entirely under Government control and has no goods to sell.

His interest in advertising, too, is of a practical kind, and he goes into it very thoroughly, not being content to leave it to another, but holding a meeting with his advertising manager at least once every week when all current events are fully and exhaustively dealt with, copy passed and general arrangements made.

Enthusiastic as to the future of the British motor industry, he is an ardent supporter of all that concerns its welfare as a whole, taking no narrow views of his duties as managing director of his firm. Here, again, he shows his breadth of view. A member of the principal societies to further the interests of the industry, he has advocated the imposition of a tax on imported vehicles while British manufacturers are engaged in war work. He has had the satisfaction of seeing this policy adopted by the Government.

From all this it will be realised that Mr. Vane is a busy man, and while he does not object to working late he has a great faith in commencing early. So he invariably starts work punctually at nine every morning. A somewhat strict disciplinarian, he is easily approachable by any member of the staff on a matter which requires attention. Mr. Vane believes in sparing neither pains nor expense to make any manufactured article the best that can be produced. His contention is that so long as any article is good, both in manufacture and value, it is bound to sell, provided that it is made known.

I have but little space left for details of the "Who's Who" variety, but a few words should be added of the purely biographical nature.

Mr. Vane has spent practically the whole of his business life with two firms, the Dunlop Pneumatic Tyre Co., as it was then called, and Messrs. D. Napier and Son. The service of the former company he entered in 1894, and his abilities being soon recognised he was promoted three years later to the position of assistant manager of the Clerkenwell Road depot, then the most important of the company's organisations, and in 1900 he became manager. His association with the Napier interests commenced in 1904 when he joined the staff of Messrs. S. F. Edge as secretary. That company had then the sole selling rights of the Napier cars, and also the rights in all forms of Napier engines. Later he became joint managing director with the head of the Napier house, and on the amalgamation of the business with that of Messrs. D. Napier & Son he was appointed general manager, with a seat on the board, and afterwards joint managing director.

On the institution of the new British Order of Knighthood Mr. Vane was made a Commander of it in recognition of his company's work for the Empire.

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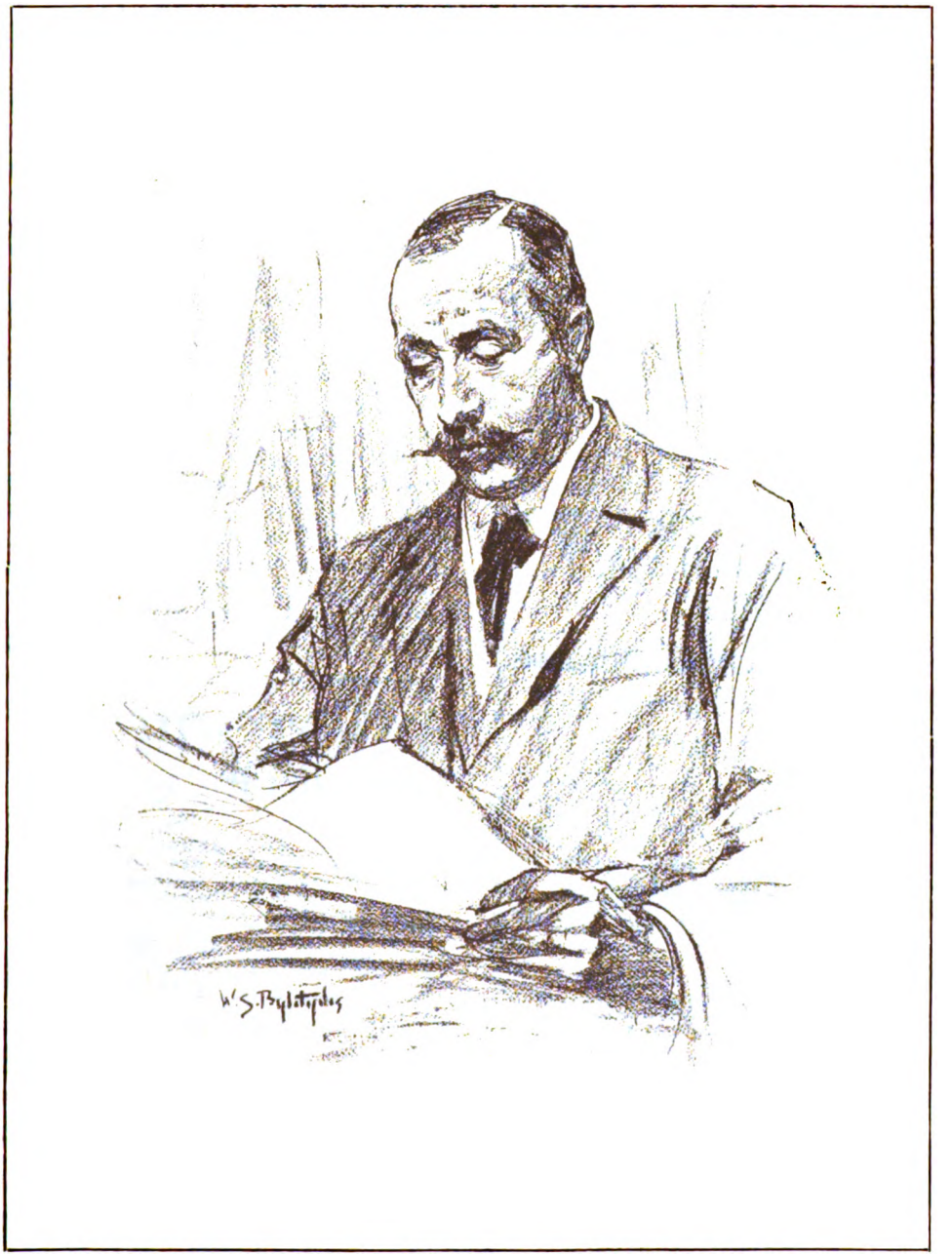

MR. H. T. VANE, C.B.E.

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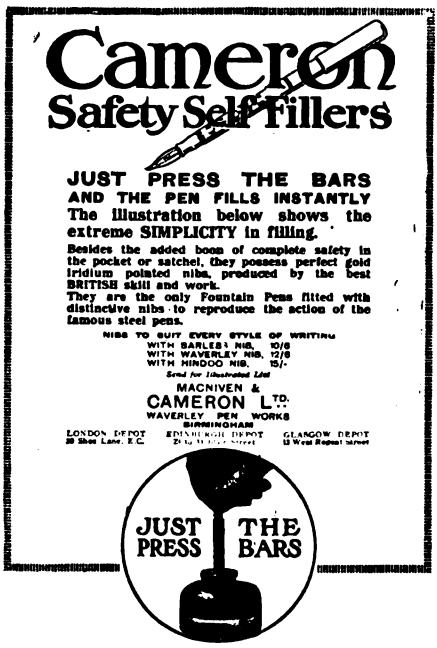
A NEW ESTABLISHMENT ON AN OLD FOUNDATION

How the "Cameron" fountain pen quietly stepped into a front-rank position—A war-time achievement.

WITH ONE of the chief difficulties often attending the introduction to the market of a new branded article the advertisers of the "Cameron" pen did not have to contend.

They possessed at the outset the goodwill of the retailers, who represented their line of communication with the purchasing public, and so had no need to worry about securing an immediate and effective distribution.

The name and fame of Messrs. Macniven & Cameron have behind them a century-and-a-half old reputation. This means much in regard to their relations to the public; it means more as concerning their relations with "the trade." A friendly relationship between makers and vendors which has endured so long

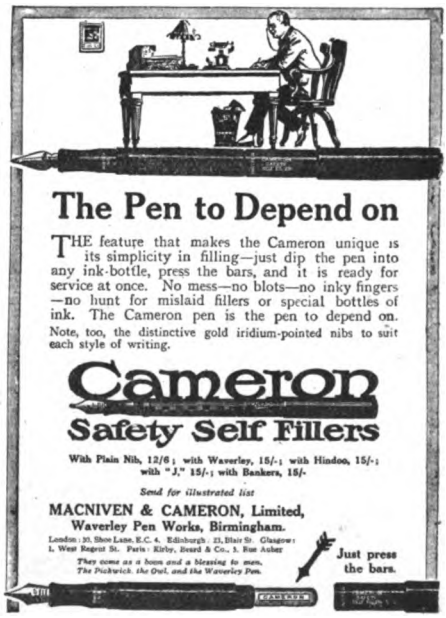


SIMPLE AND DIRECT EXPLANATION

is a potent factor indeed when a new article is to be put upon the market.

With every advantage in the matter of distribution, however, the "Cameron" fountain pen could not have been brought so speedily into the position it already holds without lively and extensive advertising.

The advertisers had a sound commodity to offer. Without entering into any uncalled-for comparisons, it may be stated that the "Cameron" fountain pen is among the best of its kind. It has, moreover, sufficient character of its own to enable it to be sharply individualised in the advertisement copy. Behind it is the guarantee



SOUND CRAFTSMANSHIP

represented by the name and fame of Messrs. Macniven & Cameron, who perhaps mainly by means of that memory-haunting couplet:

"They come as a boon and a blessing to men,
The Pickwick, the Owl, and the Waverley pen,"

have become the most universally known of British pen-makers. It may be added that the "Cameron" is British-made throughout.

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IN FRONT

THE Cameron Safety Self-Filler has taken its place in the front rank of Fountain Pens—it is the pen that leads the band

No Pen is so convenient—when empty just put in any ink-bottle and press the bars. No filler to find, no special ink-bottle to search for

Cameron
Safety Self Fillers

With Plain 12/6 with Waverley 15/- with Hindon 15/- with J 15/- with Bankers 15/

MACNIVEN & CAMERON, Ltd.
Waverley Pen Works, BIRMINGHAM

MENTION THIS PAPER

ONE OF THE MOST EFFECTIVE DISPLAYS

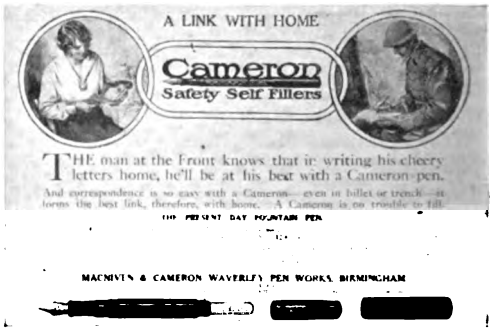
It will thus be seen that the copy-writers had a good brief to work upon, and an examination of the displays reproduced will show that they made excellent use of the material at their command.

We all have our own ideas as to how a given advertising proposition should be presented, and are apt sometimes to criticise advertising matter rather in the dim rushlight of personal prejudices than in the broad daylight of common sense.

Some, perhaps, will be inclined to regard the "Cameron" announcements as lacking in distinction and individual character, as well as in the subtle family likeness that can be so useful in continuity.

Our own opinion rather leans that way; but we long since came to understand that there are many different ways of singing tribal lays and that every single one of them is right — in short, that there is an endless variety of means by which the advertiser may achieve his ends, and that to complain of one style of advertising simply because it does not happen to be another serves no useful purpose.

With sufficient wisdom—since the results were satisfactory—the advertisers of the "Cameron" decided to present their case in the most straightforward, unembroidered and unpretentious manner. They judged it to be strong enough for them to dispense with



A TOUCH OF SENTIMENT

the adventitious aid of any "cleverness" in advertising advocacy, and they would seem to have judged correctly.

Beyond the plainest of plain statements they only allowed themselves the use of a catch-phrase or two and some eye-arresting illustrations. A number of their advertisements were by deliberate intention no more than catalogue extracts.

Their most favoured spaces have been ten-inches-single-column in the dailies, and half-pages—both upright and "across"—in the weeklies.

TWO HALF-PAGES

Among "National" dailies they have made regular use of *The Times*, *The Daily Telegraph* and *The Morning*

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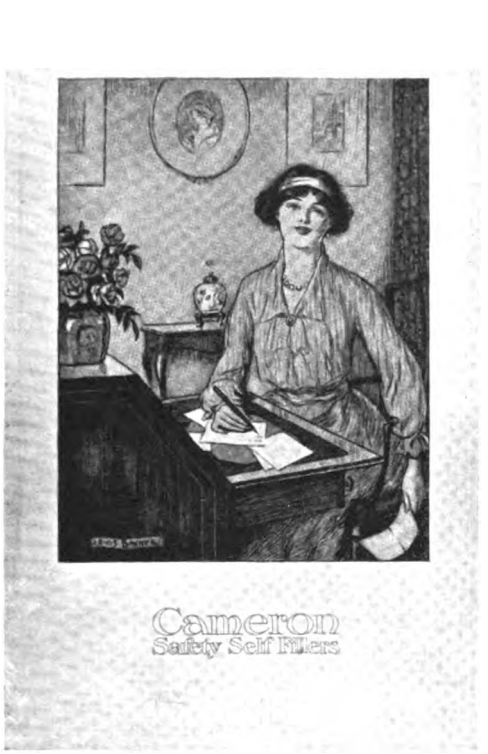

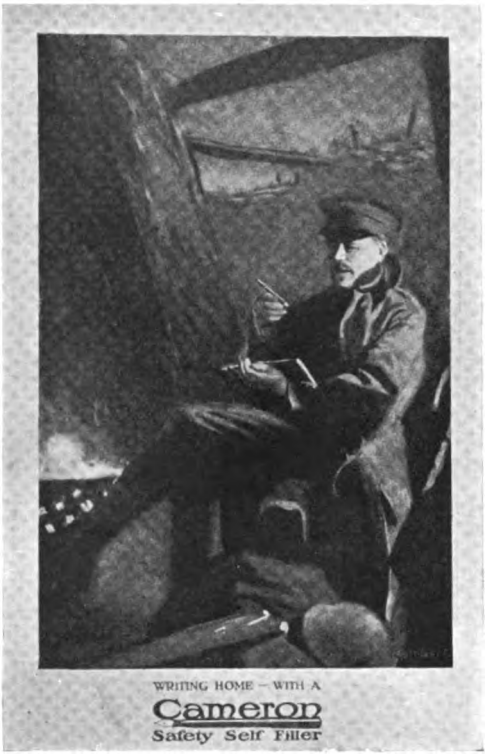

FROM THE COLOURED FRONT PAGES OF TWO ATTRACTIVE FOLDERS

Post, as well as occupying every Monday a special position in *The Daily Mail*. In the provinces some thirty leading dailies were used.

Space was also secured in *The Illustrated London News*, *The Graphic*, *The Sphere*, *The Sketch*, *The Tatler* and *The Bystander*, in which "Cameron" announcements have been a constantly recurrent feature since their first appearance.

In addition to these publications, which form the regularly employed fleet of media, a selection of the more widely circulated "popular" weeklies carried a limited number of advertisements.

Difficulties in the way of obtaining supplies have limited dealer "aids" to a few showcards and one or two folders. In view of the window and shop display material supplied by other fountain pen manufacturers advertising in this department will certainly have to be extended.

As it stands the advertising success of the "Cameron" campaign can be credited entirely to the Press. It may not have created the distributing facilities, though it certainly extended them, but it was altogether responsible for the consumer demand.

The planning of the campaign and

A PICTURE WITH A MORAL

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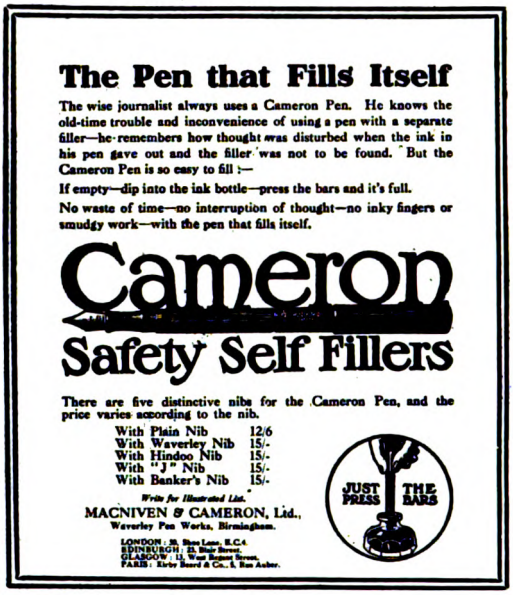

STRAIGHTFORWARD AND UNPRETENTIOUS PRESS ANNOUNCEMENTS

preparation of designs and copy are in the hands of Messrs. Mather and Crowther, Ltd.

The "Cameron" campaign is, of course, only in its infancy. The results secured, even apart from the fact that it is fathered by advertisers who long ago proved themselves convinced believers in the power of commercial publicity, are bound to ensure its growth to imposing proportions.

It will be instructive to note the extension and modifications of the present policy that are adopted from time to time under conditions more nearly approaching the normal than those now prevailing.

Meanwhile we welcome the establishment of a new commodity which is sure to be represented by publicity matter creditable to those who issue it, as much in their capacity of advertising practitioners as of quality manufacturers.

OPENINGS FOR TRADE IN VENEZUELA.

THE British vice-consul at Caracas calls attention to the opportunities which exist in Venezuela for the sale of United Kingdom drugs and pharmaceutical preparations. Certain well-known lines of such goods, he says, are sold in the country, but the annual import value thereof is only about 10 per cent. of the total. The necessity of advertising is strongly insisted upon by our representative, and he urges that United Kingdom firms might with advantage adopt the methods of their French competitors. He says that three French houses represent three groups of French manufacturers of patent medicines, and each house has an agent who travels the northern republics of South America. This agent is authorised to advertise extensively, such being most essential. The expenses of propaganda are charged by each agent to his Paris house, which apportions the expenses among the manufacturers forming the group the house represents.

The British Vice-Consul at Maracaibo writes to *The Board of Trade Journal* on the prospects for the development of British trade in that district, saying that great prosperity awaits the district on the termination of the war, when trade channels will be ready to receive larger imports from the United Kingdom, but that it must not be forgotten that the market for the last twenty years has been almost entirely dominated by Germans, and a careful study of the needs of the Venezuelan people, and the conditions under which successful trading can be carried on, must therefore be made.

He adds that "a serious handicap in the past appears to have been the lack of suitable advertising matter for probable buyers. The issue of catalogues in the Spanish language, with terms and prices stated, is very essential.

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VARIOUS AND SUNDRY

"The world is so full of a number of things."—*Robert Louis Stevenson.*

Boycotting Enemy Trade

Whatever steps the Government may or may not take in the matter, a growing number of British business men, in every department of production and distribution, seem determined to boycott enemy manufacturers and traders for some period following the declaration of peace. There is also on record a declaration by the Seamen's Union that it proposes to do the same thing, whatever Whitehall may say—and we have seen that our merchant seamen know how to make their intentions effective by the action they took in connection with the Stockholm Conference.

It is impossible not to sympathise with the movement, but I doubt whether it will tend to bring peace any nearer. The enemy countries may well fight on in desperation when they regard the future which defeat will open to them.

For Our Soldiers' Sake

Many of my readers, heads of great firms, or holding influential positions therein, being in a position to render the desired help, I have real pleasure in calling their attention to an appeal made by the Earl of Cottenham. It is that they would lend their motor lorries and similar vehicles for the transport across London of soldiers on leave. Thousands of our gallant men have to cross London late at night, when the "tubes" are closed and no buses are running, to get from one terminal station to another. To tramp the distance with their heavy kit, weighing close on 100 lbs., is a serious matter, and so to help them the Motor Transport Volunteer Corps was started, and has carried some 500,000 men on leave across the metropolis.

More lorries are needed. The petrol is supplied by the Government, but the drivers give their services. Glancing through the list of firms already lending lorries I note the names of many big advertisers, and I am sure others will help now their attention is drawn to the matter. Offers of aid should be addressed to Acting Adjutant the Earl of Cottenham, 31. Walbrook, E.C.4.

The Man and the Gun

An interesting letter has come to hand concerning the original of the gun shown in the poster "On Her Their Lives Depend"—an appeal to girls to enrol as munition workers. The writer is Lieut. G. S. Bower, R.G.A., 7th Siege Battery, B.E.F., and he says:

A POSTER WITH A STORY

"I have just returned from leave, and have seen in 'buses and trams in London several placards displaying the advertisement. You will be interested to know that the original of the picture (*i.e.*, the gun) was taken from a photo-

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graph of one of the guns of this battery. I am writing to ask if you will be good enough to send me three or four copies of this placard. You will, I am sure, realise that they will give much pleasure to the officers and men of the battery."

The poster, I may say, was one which Mr. Sydney Walton had printed when he was at the Ministry of Munitions. Copies were duly forwarded to Lieut. Bower.

AN AMERICAN ADVERTISER'S VERSION OF A FAMOUS BRITISH ORIGINAL

The Story of "Dirty Dick"

The story of Harry Furniss's famous drawing of the tramp who "used your soap two years ago," is recalled to my mind by seeing the poor reproduction of the sketch which has been adopted by the makers of an American soap. The idea for the drawing no doubt had its genesis in a testimonial to Messrs. Pears' soap, which was given in October 1883 by Miss Mary Anderson, the famous beauty. This testimonial was reproduced on the back page of *Punch* and in many other places. Tributes to the soap were also received about the same time from Madame Patti, Mrs. Langtry and Miss Marie Roze, and these, with Miss Anderson's testimony, were represented as coming from "the Lily, the Nightingale, and the Rose." In April, 1884, *Punch* published Harry Furniss's drawing with the title "I used your soap two years ago, since then I have used no other." It was a tremendous hit, and attracted world-wide attention.

Its Advertising Value

The late Mr. Barratt tried very hard to induce the proprietors of *Punch* to sell the copyright of the drawing to Messrs. Pears, but they steadfastly adhered to their rule not to part with the copyright of such drawings for advertising purposes. However, eventually Messrs. Pears bought the original, and *Punch* gave them permission to use it for advertising purposes. That drawing is now one of the treasured possessions of the firm. Since then the witty sketch has been reproduced by them very frequently, in all sorts of media and all over the world. Curiously enough, however, unlike so many other famous pictures and sketches, it has not been employed, I think, by other artists for the purpose of political caricature.

Messrs. Kirk, whose reproduction of the drawing I show here, are not the only firm who, to put it mildly, have made use of the design without permission. There have been several other offenders, specially in South America. Messrs. Kirk have robbed the original of some of its merit by reproducing it in half-tone instead of in the original line, and they have altered and not improved the happy inscription. Furthermore, they have introduced extraneous matter into the background, also to the detriment of the drawing, though the little portraits serve to illustrate my reference to the lily, the nightingale, and the rose.

A War Bond Suggestion

In a letter to *The Globe*, Mr. Chas. D. Clayton revives the suggestion that the Treasury Notes should be utilised

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By courtesy of "The British Printer."

THE CHEQUE AS A "QUALITY" ADVERTISEMENT

for the advertising of the War Loan. He says: "What a fine opportunity of advertising war savings is lost by not utilising the back of Treasury Notes! A panel in the 'sky' space, with wording on the following lines: 'A scrap of paper caused the war. This scrap of paper lent to your country will help to end it. Think it over,' would surely have the desired effect." I hope the Treasury authorities, too, will "think it over."

At Last!

I congratulate the Post Office on the step they have taken in introducing the cancellation stamp, "Buy National War Bonds Now," on letters passing through the post. From time to time the postal authorities have been urged to adopt such a course when the various war loans were issued, so that the importance of helping the country by providing the necessary funds might be steadily impressed upon the people. At last the authorities have yielded, and credit for the fact must be given to the National War Savings Committee. Long since a similar course was adopted by the Canadian Government, in respect of war loans raised in the Dominion, and it was also urged in the columns of THE ADVERTISING WORLD. It is significant of the intense conservatism of our governing bodies that it should have taken three full years of pressure to induce the Post Office to adopt a suggestion.

Good Advertising and Patriotism

In connection with the visit of the "tank" to Trafalgar Square, a good many firms were quick to see how they might combine patriotism with good advertising for themselves. Thus on one of the first days when the landship was doing business in the Square, Messrs. Martin, the cigar shippers and tobacconists, marshalled 430 of their employees in a procession to the tank, headed by the band of the Coldstream Guards. "Will other firms follow?" was the challenging inscription on the banners. Arrived at their destination, each of the employés took out a certificate which had been presented by the firm, which also gave a certificate to each of the musicians.

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"The Byng Boys" Standard

How thoroughly the original "Byng Boys" lived up to their title when they were led by the Third Army's Commander was illustrated, says a writer in *The Billposter*, by an incident which Mr. John Hassall told me. Shortly after the Canadians had made one of their successful little pushes Mr. Hassall received a note from one of them telling him that they had carried throughout their advance a copy of his well-known poster showing George Robey and Alfred Lester as the boys from Byng, astounding the Germans by the appearance of this new kind of regimental standard.

The Bullet Torn Banner

To this singular story of poster colours, *The Sunday Evening Telegram* tells the sequel as follows: "Despite the care taken of the 'colour,' when the lads of the Maple Leaf dug themselves in, and came to examine the picture of 'The Byng Boys,' they found something like a dozen bullet holes in it. Otherwise it had borne the journey unscathed. I hope the poster has been preserved for the War Museum now being formed." I can understand the astonishment of the Germans, for it is something absolutely new for troops to go into battle with a poster as their banner. The little incident, too, sheds light on the spirit in which our soldiers face the risks of an attack.

How Not to Do It

My attention has been directed to an advertisement in one of the papers lately, the opening sentence of which, though quite correct in its wording, was rather unhappy in the display thereof. The passage to which I refer was as follows: "If grocers washed with the soaps they sell." Now there was nothing to which exception could be taken in this sentence, but the three first words were set in large type—about thirty point—and the remainder in twelve point. The effect, therefore, was to suggest that grocers did not wash.

A statement set in that fashion is not calculated to win for the soap and its advertisers the support of the retailer, and his help should not be ignored by any wise publicity man. Nothing is to be gained, but much to be lost, by needlessly offending those whose aid is of so great value. My correspondent thus expresses his opinion: "Were I a grocer, I think that my shop would not be over-burdened with the particular soap whose virtues are thus extolled."

Distribution

A coloured preacher had just concluded a sermon on "Salvation am free," and announced that a collection would be taken up for the benefit of the parson and his family. A member in the audience objected to the paradoxical nature of the proceedings, and

FROM AN EXCEPTIONALLY SUCCESSFUL SERIES

received this bit of negro logic in response:

"S'pose yo' was thirsty an' come to a river. Yo' could kneel right down an' drink your fill, couldn't yo'? An' it wouldn't cost yo' nothin'. Dat water would be free. But, s'posin' yo' was to hab dat water piped to yo' house, yo'd have to pay, wouldn't yo'? Waal, brudder, so it is wid salvation. De salvation am free, but it's de habin' it piped to yo' dat yo' got to pay fo'."—*Mack.*

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Do Newspaper Advt. Guarantees Help Advertisers?

THE NUMBER of British periodicals which guarantee the advertisements in their columns is remarkably small, and this has raised the query at the top of this column.

The papers which have adopted the plan of safeguarding readers against misrepresentation in their advertisement columns have no doubt about the benefit accruing from a steadfast adherence to the policy of providing purchaser-protection. For example, *The Passing Show* has always done this, and if proof of the effect of a guarantee on the reader is needed, the following letter from a Captain at the Front will suffice:—

Co. A.P.O., S. 37,
B.E.F., France.

To the ADVERTISEMENT MANAGER,
Passing Show, London.

SIR,—Allow me to give you an instance of the excellent way in which your guarantee of your advertisers is justified.

I ordered a watch (a "Garfield") as advertised by Messrs. Birch & Gayden. As it proved unsatisfactory, I wrote them my complaint (though I had not purchased the watch directly from them, but through another house). They at once, without waiting for the return of the old one, sent me out a new one without charge, avoiding any delay, which is a great convenience.

Their complete and courteous response to the complaint thoroughly justifies your guarantee of your advertisers.—Yours faithfully,

W. INGE (*Capt.*).

This shows that readers *are* influenced by a guarantee such as that used by *The Passing Show*. They are more ready to order, relying on the backing given by the newspapers which naturally exclude all doubtful announcements from their columns.

That newspapers benefit too is demonstrated by one simple fact—for several months past *The Passing Show* has been considerably overbooked.

BLACK=Space booked
RED =**Space available**

Very little space is now available in

THE PASSING SHOW

during the first six months of 1918, and early application for that small amount is desirable

ADVT. RATE:
ORDINARY POSITIONS:
PER PAGE **£36** & PRO RATA
FACING MATTER:
PER PAGE **£45** & PRO RATA

Philip Emanuel,
Advertisement Manager,
ODHAMS LIMITED,
85-94, LONG ACRE,
LONDON, W.C.2.
Telephone No.: Gerrard 9870 (seven lines).

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An Inspiring Suggestion from the States

The absurdity of valuing engraving, or any other art product, by the square inch, says *The Inland Printer*, might be illustrated by Andrea Mantegna's painting of "Judith with the Head of Holofernes," recently purchased for an American collector for $200,000. This does not sound like a big price for a Mantegna, but, when you are told that its cost was at the rate of $2,380 a square inch, the price seems exorbitant, as the painting is but 7 by 12 inches in size. If paintings were purchased at a square inch rate then a Mantegna 24 by 17¾ inches would cost over a million dollars, when it might not be as valuable as the 7 by 12 inch one. The square inch charge for engraving bears no more relation to the skill required in its production or its value to the customer than would a similar method of charging fix the value of a painting. The square inch price has been a fetish, but a thorough knowledge of costs will drive out this superstition from the engraving business.

There is in this criticism matter for profitable reflection, but I am left a little in doubt whether *The Inland Printer* proposes to apply its argument to commercial work or simply to the fine arts. THOTH.

HISTORY TOLD IN ADVERTISING

INDIVIDUALITY IN ADVERTISING

A well-known advertiser's ideas as to the relations that ought to exist between the executive chief of a business and his advertising advisers.

THERE ARE more shell holes and crater areas in the poppy-decked fields of advertising than there are on the battle front in Flanders, but in Flanders those dreadful pitfalls lie exposed. It is not so on the fighting front at home. Here they are obscured ever so attractively and alluringly by the victories and successes that have gone before.

Ambition, avarice, impetuosity all add glamour and gloss to the attractive mirage of fame and fortune that awaits the man who will but put his money in the slot of the machine worked by the advertising expert and take his fortune as it flows automatically out.

The pity of it is that the man with the searchlight, that is the advertising expert, who ought to know better, does not always direct the clear light of his experience upon these many pitfalls. Instead he earnestly concerns himself more with his profit than the welfare of his client and in the long run the prestige and dignity of his profession.

To those on the verge of the plunge let me venture a word of warning—don't trust the expert unless he is well weighed by your experience and your individuality—compare certainly, discuss by all means—but *you*, the man who made the little or the much that you have, must stamp with an indelible imprint the character, the tone, the whole scheme, chapter and verse of the venture. Beneath the solid frame-

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WHAT SOME BRITISH MANUFACTURERS THINK OF

"How to Reduce Selling Costs"

By PAUL E. DERRICK.

NEW EDITION, 262 PAGES.

Cloth, 6/- nett ; 6/6 post paid, from Geo. Newnes, Ltd., London, Publishers, or any Bookseller.

The following are a few of the many letters received.

J. & N. PHILIPS & Co., Ltd., MANCHESTER.

"I unhesitatingly describe it as the most cleverly reasoned treatise I have come across on this engrossing subject." (Signed) E. M. PHILIPS.

ANGUS WATSON & Co., NEWCASTLE-ON-TYNE.

"If the author were able to make a stipulation that he should have a percentage on all costs saved as a result of studying his admirable handbook, he would be well in the way of becoming a millionaire."
(Signed) ANGUS WATSON.

BRYANT & MAY, Ltd., LONDON.

"It deserves to be in the hands of every business man. Of material help to all interested in reducing selling costs."
(Signed) GEO. W. PATON.

J. S. FRY & SONS, Ltd., BRISTOL.

"Full of interest to manufacturers; of great use to all commercial men." (Signed) CONRAD P. FRY.

GODFREY PHILLIPS, Ltd., LONDON.

"The best-argued book on the art of selling I have ever struck. I am lending the book to my co-directors." (Signed) J. PHILLIPS.

THE "OLD BLEACH" LINEN Co., Ltd.

"Am sending all our representatives on the road a copy. I personally read it carefully twice. Can only say it is a very valuable addition to the literature of selling." (Signed) W. H. WEBB.

THE VENO DRUG Co., Ltd., MANCHESTER.

"It is the most practical work of its kind I have ever read."
(Signed) W. H. VENO.

THOS. HINSHELWOOD & Co., Ltd., GLASGOW.

"Clever, attractive, lucid, and should find a place in the library of every progressive business man." (Signed) PETER A. MALONE.

PERSONAL SERVICE

Mr. Derrick's experienced personal co-operation in shaping future up-to-date selling policy and plans can be retained, or the complete Advertising Service Organisation of which he is the head may be utilised.

If you are interested will you write "Personal" to Mr. Derrick for a preliminary interview.

PAUL-E-DERRICK
ADVERTISING AGENCY LTD
Do it Better

34 Norfolk Street, Strand, London, W.C.2

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work of *you* should be the braces and links of the expert that bind the whole edifice together, but these braces and links are accessories only and must ever remain so. Never if any fair measure of success is to be obtained should they be allowed to overlay or overlap the main structure of your practical knowledge, experience and individuality; and that leads me to the main theme of this article—*Individuality as applied to advertising.* Separate the one from the other, allow foreign thought to intervene between the man and the organisation he has created, and only by sheer good luck a disaster or at least a loss can be averted. Limited success may be won, but then only if the momentum already gained be continued, and the merit of the proposition is so patent as to swamp the evil and jarring effect of the dilution of the creative individuality of the master mind.

Success in any business or organisation, commercial, political or national, can be traced to one central creative force. That it is that gives character and potency to the whole, whether it is the buying, selling, financial or publicity side of a commercial organisation. A searcher after knowledge can trace the magnetic current that drives the whole to one central controlling mind. Another may gather the reward, but somewhere, possibly in the chair of the master, possibly hidden by prejudice or preferment, can be found the brain and the driving force of the one responsible. He it is who creates reputation and prestige, who stamps the whole machine with the indelible seal of his character and his personality.

Recall big advertising successes connected with commercial enterprise or national propaganda. In every instance guiding the hand of the copy-writer—inspiring the pen of the artist—operating directly upon the opinion of the expert, is the compelling force of the master mind, and it does not need the man with capital or influence to do this. There is something greater than all the capital that ever was or ever will be—the knowledge that you have a message to deliver, a story to tell, a big success to achieve—that you are the man to tell it—in your way—at your time—seeking patiently the assistance of all who are worthy of your time and attention. Strive always to be better than you were just before, but never—no never—allow your own bright common sense to be turned aside by the anæmic influence of the expert, who is often trying to do for you—quite conscientiously—what you had far better do for yourself.

I am emphatically of the opinion that the advertisements put out by a commercial house should truly and exactly reflect the character, the very spirit of the business itself—every line of a press pronouncement should throb with the vigorous life of the business behind it—the half page or whole page should be the shop window—the shop window should be the store—and behind the store, the man who holds in his hands the life line of the whole organisation. This life line must ever pulsate with his character, his ideas, practical knowledge and experience. When his flow of vitality weakens, the forward thrust of the business must lose impetus and ultimately stop, unless a force of equal intelligence and weight is brought in.

How is it possible to retain common identity and character between, say, John Brown & Co., in British press advertising and John Brown & Co., the successful drapers of Oxford Street, unless the force that made a big success of the latter, also directs and inspires the announcements of the former—unless the man who chooses his buyers and lieutenants and moulds them to his way of doing things also inspires and moulds his copy writer, artist and space buyer? You cannot, if success is to be won, divorce the shop counter and window from the press work; one is, and always must be, characteristic of and an exact reflex of the other. The expert is tempted to go too far or not far enough—but promise and performance must go hand in hand, and that is only obtained by the welding effect of the master mind.

At home, work or play—in the store, the office or the press—the individuality of the man should be at once apparent, and an observant stranger not knowing or seeing the author should at once establish common identity in each field of his activity.

BENJAMIN DRAGE.

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The Meccano Boy Talks on Advertising

I AM the Meccano boy. I have had the privilege of helping in a campaign of unexampled success, one of small expenditure and great wealth of result—in fact, a record, I think.

I have travelled all over the world, and have talked to boys in every language. I love them, and they all love me because I have told them in sincere, true and simple fashion the story of something which has brought them happiness, in language just as a boy would talk to another boy.

I was first imagined by W. S. Crawford, who told me the wonderful message which I had to impart, and taught me how to tell it; who pieced up the whole scheme of language, illustration, selling thought and display, just like an expert would piece up one of my beautiful Meccano models. Forgive me for talking shop, but I know of no finer way of illustrating what I mean.

I live along with the advertising of Haig & Haig, Vigil Silk, Sefton Fabrics, Frazerton Aprons, D. Drage & Sons, Mark Cross, Ltd., Yardley & Co., Ltd., Rowe Sailor Suits, Caledon's Cars, etc. The cleanest and freshest advertising in England. Just as my selling talk is always interesting, so theirs, too, is the most interesting imaginable.

Each of us has experienced success and acquired much knowledge, and, when difficulties arise, or a new campaign is to be started, our combined experience and knowledge are always available. Nothing is left to chance in the advertising house of Crawford, our methods have never failed and will not fail.

Go and see W. S. Crawford, the man from whose brain my advertising emanated; let him help to solve the selling problems which confront *you*. Let him raise your advertising to the high level attained by the great trading and manufacturing houses in whose company I live.

Your advertising will prosper and your business will benefit under the Crawford guidance. ——— Take a note that the address is W. S. Crawford, Ltd., 25 Craven House, Kingsway, London, W.C.2 It's worth while.

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WAR BOND "BOOM" WEEK

How private advertisers reinforced the Government War Bond advertising by a gift of tens of thousands of pounds' worth of valuable space in the Press.

ALTHOUGH MANY of its members and executive officers have of late been active in decrying the operations of advertisers, and have, indeed, succeeded in damaging seriously some classes of them, the Government was not diffident in requesting from them during the first week of December a huge special contribution for public purposes.

It is unnecessary to say that the response was instant and generous. Great advertisers and small advertisers, national advertisers and local advertisers gave readily in their several measures and degrees; and if a maximum of effect was not secured from their offering—and we hardly think that it was—it was through no fault of their own.

The material value of their gift can only be indicated in tens of thousands of pounds; its moral value, as an enlivening exhibition of public spirit, is beyond estimation.

Advertisers and advertising men have good cause to be proud of their record of public service since the war began; War Bond Boom Week—as we may name it for the sake of convenience—adds another big leaf to their laurels.

It is perhaps too much to hope that their services will secure for them in the future a little more consideration from the powers that be than they have been accustomed to receive in the past, but we shall be optimistic.

We take it that in leaving the preparation of copy, &c., for the "Boom Week" advertising entirely in the hands of the advertisers who were asked to provide space, the National War Savings Committee, acting through Mr. H. Holford Bottomley, and his special coadjutor, Mr. Louis Kaufmann, were guided by considerations of which the weight is at once apparent.

They were anxious, we assume, to do as little as possible by way of interfering, even by suggestion, beyond that of a gift of space, with the Britisher's cherished right to do as he likes with his own; and, in addition, were of opinion that the advertiser in each case should know how to appeal to his customers in the most effective manner. In addition they desired to avoid, in so far as might be, a monotony of infinite repetition, and to see the

A UNIQUE PICTORIAL ANNOUNCEMENT

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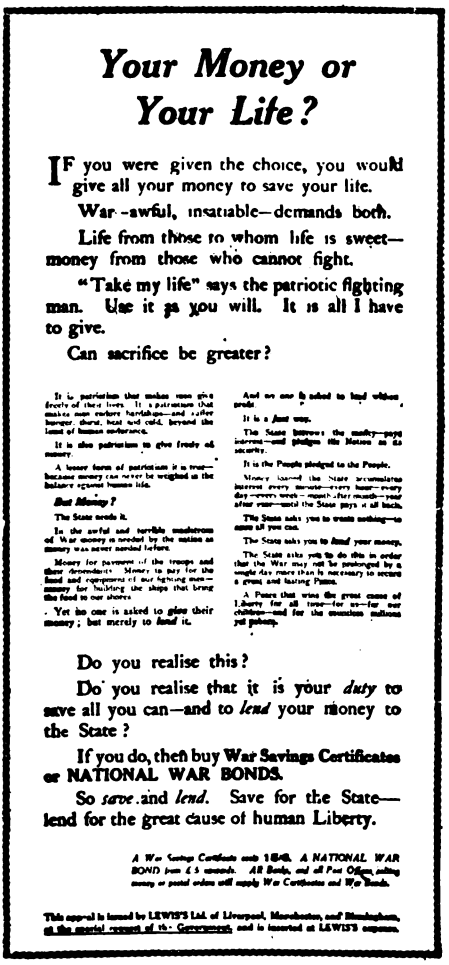
investor approached from all sorts of new angles.

These, let us repeat, are our own



Your Money or Your Life?

IF you were given the choice, you would give all your money to save your life.

War—awful, insatiable—demands both.

Life from those to whom life is sweet—money from those who cannot fight.

"Take my life" says the patriotic fighting man. Use it as you will. It is all I have to give.

Can sacrifice be greater?

It is patriotism that makes men give deeds of their lives. It is patriotism that makes men endure hardships—and suffer hunger, thirst, heat and cold, beyond the limit of human endurance.

It is also patriotism to give freely of money.

A lesser form of patriotism it is true—because money can never be weighed in the balance against human life.

But Money?

The State needs it.

In the awful and terrible exactions of War money is needed by the nation as money was never needed before.

Money for payment of the troops and their dependents. Money to pay for the food and equipment of our fighting men—money for building the ships that bring the food to our shores.

Yet no one is asked to *give* their money; but merely to *lend* it.

And no one is asked to lend without profit.

It is a *fixed* way.

The State borrows the money—pays interest—and pledges the Nation as its security.

It is the People pledged to the People.

Money loaned the State accumulates interest every second—every hour—every day—every week—month—after month—year after year—until the State pays it all back.

The State asks you to retain nothing—to spare all you can.

The State asks you to *lend* your money.

The State asks you to do this in order that the War may not be prolonged by a single day more than is necessary to secure a great and lasting Peace.

A Peace that wins the great cause of Liberty for all time—for us—for our children—and for the countless millions yet unborn.

Do you realise this?

Do you realise that it is your *duty* to save all you can—and to *lend* your money to the State?

If you do, then buy War Savings Certificates or NATIONAL WAR BONDS.

So *save* and *lend*. Save for the State—lend for the great cause of human Liberty.

A War Savings Certificate costs 15/6. A NATIONAL WAR BOND from £5 upwards. All Banks, and all Post Offices, selling money or postal orders will supply War Certificates and War Bonds.

This appeal is issued by LEWIS'S Ltd. of Liverpool, Manchester, and Birmingham, at the special request of the Government, and is inserted at LEWIS'S expense.

ONE OF THE BEST "READER" ADVERTISEMENTS

assumptions as to the attitude of Mr. Bottomley and those who were with him. It seems to us a very sound and reasonable attitude to adopt, and if in some respects the "Boom Week" advertising scarcely fulfils reasonable expectations it is because in their War Bond copy an overlarge number of advertisers were content to use the baldest of announcements and recommendations. The consequence was a noticeable lack of the "personal" vitality one looked for in these appeals, and the appearance of that very monotony which the manner of their framing should have rendered impossible.

The event seemed to show that if with the request for space a stimulating suggestion as to preparation of lively and individual copy had been forwarded to advertisers it would have been as well. Before the event few, perhaps, would have dreamt of such a suggestion being necessary.

To look a gift horse in the mouth is a proceeding proverbially ungracious; and we should not propose to criticise "Boom Week" advertising in detail even were unlimited space at our disposal.

We may be permitted, however, to note one or two instances of particularly interesting advertising that have attracted our notice, while apologising for the omission of others very probably equally worthy of particular mention.

And, first, we ought to say that in our opinion the principal awards for excellence of copy ought most decidedly to go to the Provinces.

No other pictorial appeal that we have seen is worthy even to be named in company with the splendid cartoon designed by Mr. Maurice Greiffenhagen for Messrs. Pettigrew & Stephens, Ltd., and published in all the leading Glasgow dailies. Its dignity is in keeping with its occasion, it "tells its story" with as much force and point as much script could do, and conveys its moral at a glance.

Among "reader" announcements we have seen none more keenly pointed and entirely alive than those issued by Messrs. Lewis's, Ltd., of Liverpool, Manchester, and Birmingham. They were the sort of straight "talks," as from one human being to another, that strike right home. They possess just the note of genuine enthusiasm in which the common run of "readers" is so conspicuously wanting.

Another Provincial achievement of special merit was the combination advertisement issued by Messrs. Osborne, Peacock & Co., of Manchester, on behalf of a number of their clients. This was inserted in an extensive list of media, both "national" and Provincial, and was the first "combined" effort that, to our knowledge, made its appearance.

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(Continued on page 378)

With a seven-figure circulation, and Daily News is the result-bringing commodities. Ask any advertiser of his "cost and result" list. You will

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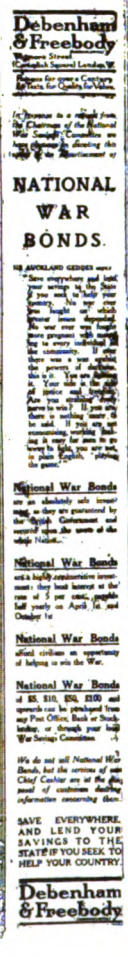
Million

000

a unique circle of *home* readers, the medium for all advertisers of general which daily paper stands at the top find the Daily News there. *December, 1917*

Digitized by Google



FROM GREAT LONDON RETAIL HOUSES

A selection from some of the best of the announcements put out by general advertisers is illustrated in these pages. Each of these has good qualities of its own that our readers will appreciate.

The great London retail houses were all well to the fore in providing space. Four of the most outstanding displays are reproduced on this page. We must not omit to mention an admirable set of readers in the "Selfridge" columns usually set aside for the moralisings of Callisthenes, since these cannot be illustrated.

A great deal of interest was excited by what was generally regarded as the duel between Selfridge's and Harrod's in the matter of the respective War Bond prize schemes. Probably both of them benefited by this visible rivalry, and were enabled to swell the huge totals of War Bonds sold that both were able to show. The influence of these great retail organisations was never shown more plainly than in the enormously successful result of their Boom Week Bond selling.

A considerable number of advertisers fell into the error of setting aside only a small corner of their spaces for the

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IF IT'S AMERICA

Get into touch with the LONDON OFFICES

of

America's Greatest Newspapers

New York Times.
New York Sun.
New York Evening Post.
Brooklyn Eagle.
Philadelphia Inquirer.
Baltimore American.
Boston Transcript.
Chicago Tribune.
Washington Star.
Minneapolis Tribune.
San Francisco Chronicle.
Pittsburg Dispatch.
Cleveland Plain Dealer.
St. Louis Republic.
New Orleans Times Picayune.

THE DORLAND AGENCY LTD.

G. W. KETTLE, *Managing Director*

16 REGENT STREET, LONDON, S.W.1.

Digitized by Google

War Bond appeal. It was not meanness, we imagine, in most instances, but mere want of thought and lack of imagination. Probably most of them considered that they were doing all they had been asked to do, and never paused to ask themselves whether it would not be as well to do the utmost possible and not the least.

Some, however, were plainly actuated by motives the reverse of admirable. In giving one to the State they were mainly concerned to get two or three for themselves. They were not keen to do anything but make the national need subserve their own petty purpose. Such advertisers showed themselves more despicable in pretending to give than if they had refused to entertain the suggestion offered them altogether.

PICTORIAL SENTIMENT

They may rest assured, to their comfort or the reverse, that their attitude has not passed unnoticed either by other advertisers, by the whole body of advertising men, or by the general public. They would have served even their own mean ends better had they assumed the virtue that they lacked, and shown themselves capable of something approaching a self-forgetful generosity.

REPRESENTING SOME WELL-KNOWN ADVERTISERS

The British public loves a generous giver, and is quick to detect and resent meanness. Because they could not bring themselves to sacrifice a few pence of immediate profit a few advertisers will lose many pounds' worth of goodwill.

But enough of them! They were a small minority and we should not have wasted a word on them but that they tried to spoil a fair record.

Fortunately they could not succeed in doing so. The story of the War Bond Boom week will stand as one more proof that the advertisers of these

Digitized by Google

OVERSEAS DEVELOPMENT

NO matter what the present conditions may be, the after-the-war prospect must, to some extent, be a source of anxiety to the principals in every large business at the present time. An outlet must be found for our increased capacity for production and the increased labour available on the return of the men now on service.

Naturally one turns to our Overseas Dominions and Possessions. Here is a glorious field for the enterprising manufacturer who sets about cultivating it NOW.

For over three years our keenest business rivals have been eliminated, and it is surely up to British Manufacturers to see that the Hun never again gains such a hold in our Colonies as he had prior to the war.

The Daily Mail (Overseas Weekly Edition) can assist in this respect; it is the connecting link with Britons overseas, and its influence is felt throughout the World wherever the English language is spoken.

As the official organ of the Overseas Club, of which H.M. the King is Patron, with a membership of 151,722, it has the entry to "men who matter" overseas.

Special Monthly Trade Supplements are also issued with this edition, one in connection with the Drapery and Textile Industries, the other in connection with Engineering.

Very many excellent Trade enquiries from these Supplements have already been received direct to the office of the paper, and results generally indicate that they will exercise a powerful influence in increasing our export trade—which was the aim of their institution.

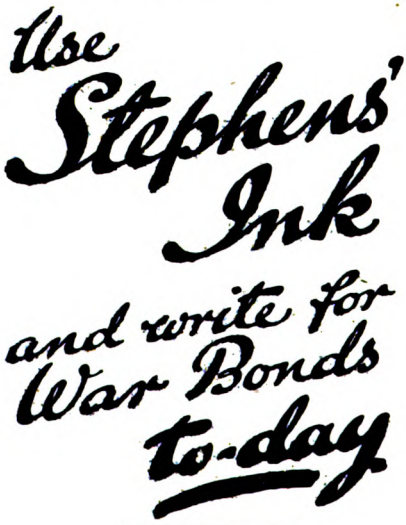
The advertising rates are £50 a page and *pro rata*.

CARMELITE HOUSE, LONDON, E.C. 4.

Digitized by Google

ATTRACTIVE AND INDIVIDUAL

times are, in their capacity of advertisers, always ready to take the largest view of their responsibilities towards the State, which officially affords them but a stepmotherly protection, and especially towards the people whose confidence they have won.

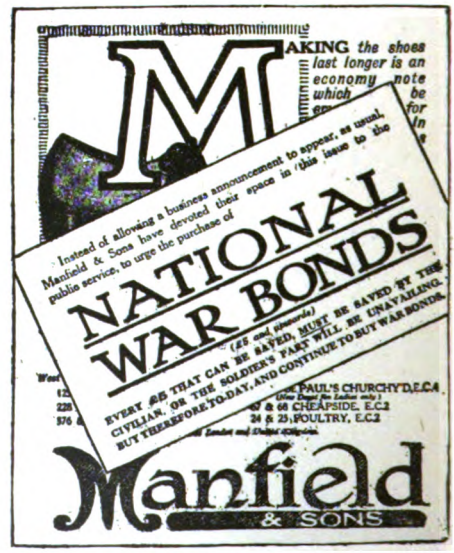


IN CHARACTER

Reverting to the combined advertisement issued by Messrs. Osborne, Peacock & Co., it may be of interest to our readers if we record the names of the firms who were associated in this unusual enterprise. They are Messrs. James S. Blair & Sons, Manchester; Rexine Limited, Hyde; the Calico Printers Association, Manchester; W. H. Chaplin & Co., London; Crossley Bros., Openshaw, Manchester; W. Edge & Sons, Bolton; the English Margarine Works, Liverpool; the Herbert Frood Co., Chapel-en-le-Frith; R. J. Lea, Manchester; J. Mackintosh, Halifax;

A DOUBLY APT ILLUSTRATION

D. Norwell & Son, Perth; The Palmer Tyre Co., London; Redfern's Rubber Works, Hyde; E. J. Riley, Accrington; Sutcliffe & Bingham, Manchester; W. Tyler, Sons & Co., Leicester; Wm.



A CAPITAL IDEA

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The Outlook

A WEEKLY REVIEW OF FOREIGN AFFAIRS, POLITICS, AND LITERATURE.

Conducted by LAURANCE LYON

Every Saturday] [Price, 7d. net

AS the only Weekly Review giving an extensive and intimate survey of Foreign Affairs, contributed by its own Correspondents in PARIS, ROME, PETROGRAD and MADRID, "The Outlook" has become a necessity to the student of world politics.

"The Outlook," by the nature of its contents, appeals exclusively to the better educated and therefore in general the more well-to-do classes. To advertisers wishing to reach such a public it can offer an effective circulation in which there is not the smallest proportion of waste.

Despite increased circulation and the higher cost of production, the pre-war rate of

£10 per Page

and pro rata, less series discounts for Trade Advertisements, is maintained.

It will pay you to give "The Outlook" a corner in your 1918 campaign.

By its well-considered Commentary on current affairs, and its courageous criticism of men and movements in the public eye, "The Outlook" has gained a place of its own in modern journalism. The importance of this position is indicated by the character and ever-growing length of its unique list of subscribers.

The whole influence of "The Outlook" since the outbreak of the Great War has been given to the support of those National leaders, in Parliament and out of it, who are determined to fight for that complete victory which alone can promise a permanent peace. Its attitude in this respect has won for it the warm regard of a largely increased number of readers.

WILLIAM J. FINCH,
Advertisement Manager,
27, ABINGDON STREET, WESTMINSTER, LONDON, S.W.1

Telephone: Victoria 8495

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The Thermogene Co. Ltd. proprietors of

THERMOGENE
CURATIVE WADDING

desire to make a special appeal to their friends and customers.

HOW MUCH ARE YOU GRATEFUL?

TO our many thousands of customers and friends in the United Kingdom we put this question. How much are you grateful for the valour and self-sacrifice of Britain's sons? They sacrifice comfort liberty and too often life itself that you may live in freedom. How much are you grateful to them—how much will you invest to back them up in their arduous duties? The way to give them their backing is to buy National War Bonds. You are asked to make no sacrifice in buying National War Bonds. Saving money and buying War Bonds is practical patriotism that is profitable patriotism too.

You can buy £5 National War Bonds at any Money Order Post Office or Bank. Mobilise your money and buy War Bonds this day.

NATIONAL WAR BONDS

THERMOGENE'S APPEAL

Walker & Sons, Bolton; and Wright & Greig, Glasgow.

The artist selected for the carrying out of the cartoon was Mr. Wallcousins, who created an impressive and virile design; but perhaps we may suggest that it would have been more effective if the background of smoke had been less obtrusive. It prevented the figures from standing out quite as boldly as they might have done. The cartoon we reproduce on this page. The advertisement appeared in five London dailies and in seventeen provincial papers, mostly morning or evening journals.

A PROVINCIAL COMBINE

A POINT OF CONTROVERSY

Editor, THE ADVERTISING WORLD.

DEAR SIR,—Your kindly reference to the November *Pearson's* tempts me to raise a point of controversy. You express surprise that an article so "pulling" as Mrs. Asquith's "Love Letters" should have been placed practically at the end of the number. Now, it is my experience that most people, in looking through a magazine, start from the end. I wonder what your own readers would say on the matter?

Apart from this, I do not admit that "position" in a magazine is any indication of merit. Unlike a daily newspaper, the contents of a magazine are of equal importance and interest all through—or should be so, in an ideal number.—Yours faithfully,

PHILIP O'FARRELL,
Editor.

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Nash's Magazine

We regret that owing to the paper shortage the space devoted to advertisements has until further notice been again reduced.

There is no space available for March or April issues.

Orders for subsequent issues can only be accepted subject to space being available.

Rates £50 per page and pro rata.

B. A. LING
Advertisement Manager
69 FLEET STREET,
LONDON, E.C.4.

Digitized by Google

S.P.Q.R.

A Small but Apt Reply to an Oft-repeated Question

"DOES ADVERTISING pay?" may be a somewhat idiotic question, but it is still asked frequently by folk who ought to know better than so to expose their ignorance.

Whenever what appears to be a success of advertising comes under the notice of such people as these they always endeavour to ascribe it to something else. They refuse to believe that mere advertising can have produced the material results by which they have been impressed. It is always the sheer merit of the commodity, the ability of travellers, the mechanics of distribution—anything and everything—that must be credited with sales before advertising can be allowed a good word.

Since advertising is generally only a part, though the most important part, of most selling schemes it is comparatively easy in this way to depreciate its value.

Lately we have come across a quite exceptional case where, as it happens, nothing of the sort is possible. It is a very small witness, but not the less eloquent or pertinent on that account. A new toilet speciality, "Eydol," was recently introduced to the public by a modest announcement occupying no more than one-eighth of a page in a magazine.

No other selling agency, personal or otherwise, was employed before the results presently to be mentioned were secured.

What was done was the work of one eighth-of-a-page advertisement, and of nothing else.

The advertisement in question cost £5, and was subject to the usual agent's commission. Before it had been repeated it had brought to the advertisers direct business amounting to over £10, which of itself showed them a handsome profit.

This, however, was the least part of what it was expected to do and what it did. Its most important achievement was that it secured an introduction for "Eydol" into two of the most important multiple-shop organisations and into half a dozen leading stores, thereby providing for it a distribution basis impossible to overvalue.

Thus, it will be perceived, this one small magazine article created a goodwill for the commodity advertised that was of immediate saleable value, and which would have returned profit at the rate of many hundreds per cent. had the advertisers desired to dispose of their budding property.

We reproduce the little advertisement that proved so remarkably effective, and congratulate the advertisers, and Mr. B. C. Fisher, who directed this very miniature campaign for them, on the success of their effort.

As an example of what advertising can do without adventitious aid of any sort it is rare enough to demand a place in our record of current advertising.

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BUY NATIONAL WAR BONDS NOW

When the oldest and most conservative of all our official institutions is beginning to acknowledge the value of advertising—

Surely it is time that YOU—the firms who have not used this unequalled incentive to business growth—should think about it and—

CONSULT US

SIVITER SMITH SERVICE

(V. SIVITER SMITH & CO.)

SIVITER HOUSE
BIRMINGHAM

London—10 Lincoln's Inn Fields, W.C.2.

Belfast—19 King's Court, Wellington Place.

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OVERSEAS ADVERTISING

New Zealand.

With regard to the report of H.M. Trade Commissioner urging the need for more advertising of British goods in New Zealand (which report was summarised in our October issue) we have received an interesting letter from Mr. Henry Weston, of *The Taranaki Herald and Budget*, New Plymouth. The writer refers to the prospects for British trade in New Zealand after the war. In the course of his communication Mr. Weston says :—

"The field offered here is large, and I feel sure that, even if things are only nearly equal, British goods will get the preference. Practically every home in New Zealand has been hit by the war and when the fighting men return their influence will also be felt, with the result that there will be a very strong feeling against German and enemy goods.

"British traders will require to make early plans for their campaign. There will be an enormous development in New Zealand as soon as peace is declared, and goods of all classes will be required, particularly those for the development of bush and virgin lands, building material, foodstuffs, etc.

"This province I anticipate will make a wonderful growth, and with the use of our deep sea harbour for inward and outward shipping, New Plymouth particularly will soon grow into one of the largest, if not the largest, provincial towns in New Zealand. The land is suited for the small farmer, and after the war there will be a big influx of small farmers into New Zealand. Dairying offers a splendid chance for the small man who wants to get on to the land, and the climate is good.

"As a subscriber to your journal, I am naturally anxious to see that Taranaki gets a share of any advertising that may be done in New Zealand, but I am more anxious to see British trade pushed in every way and the British people buying British goods in preference to all others, particularly those of enemy origin.

"Manufacturers must not overlook the fact that almost every worker in New Zealand has money to spend on some luxury or other and so can afford to buy the many proprietary lines which we get from England."

Canada.

The Calgary Herald forward us a copy of a booklet they have published setting forth the growth and development which have taken place in Alberta and Calgary. The booklet will be very useful to firms thinking of advertising in the Far West, for it gives valuable information as to the wealth of the province and the prosperity of the people. The growth of Calgary in the last few years has been quite remarkable.

South Africa.

Some illuminating figures illustrating the great prosperity of South Africa are those showing the assets and liabilities of the banks in the country as on June 30th last. The total of fixed and floating deposits held by the banks had increased since September, 1916, by approximately 14 per cent., indicating the growth of the material wealth of the Union, though it also meant that there had been suspended activity in the investment market. The actual figures were as follows : 1917, fixed and floating deposits, £60,242,538 ; 1916, £52,947,819 ; 1914, £45,396,974 ; and 1912, £45,441,876. A leading business man in Cape Town, in a letter to us which arrived by the same mail, said, "There has never been so much money here before. The only difficulty now is to get sufficient goods to sell."

The Sudan.

A recent issue of *The Board of Trade Journal* contained extracts from the reports of the director of the Sudan Central Economic Board respecting the trade of that country in 1916. It is a pity such information cannot be produced more promptly, for by so doing its value would be greatly increased, but as it is apparently the latest available we reproduce a few of the main figures.

The value of the imports into the Sudan in 1916, inclusive of Government stores, amounted to £E2,661,468 as compared with £E1,704,250 in 1915, an increase of 56 per cent. The principal item among these imports was, as usual, cotton piece goods, the increase in the value of which indicates clearly the prosperity of the native population. There was at the time of the report much money in the hands of the natives. Imports from British territory in 1916 amounted in value to £E2,241,888, an increase of over 59 per cent. on 1915. The British share of the total import trade in 1916 was 84 per cent.

The value of the exports during 1916 amounted to the record total of £E2,288,403, as compared with £E1,577,991 in 1915. Exports to British territory represented 75 per cent. of the total. £1 Egyptian equals £1 0s. 6¼d. English money.

These figures showing the prosperity of the country suggest that it affords a market for still more British goods if the right articles are sent and judiciously advertised.

Russia.

British firms which may be chary of developing business with Russia on account of the very unsettled state of the country should be interested to note that our Commercial Attaché in Petrograd says American houses are very much alive to future openings in Russia for their manufactures, capital and enterprise. Not much business is being done at present, he explains, nor could one expect that it would be, but it is apparent, he adds, that Americans mean business, and that they seem to have confidence in Russia's more or less speedy and sure recuperative capacity. Apart from individual efforts the Russo-American Chambers of Commerce in New York and Moscow have largely developed their activities, and various missions have been despatched from the United States to Russia.

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THE DEMOBILISATION OF THE LUXURY TRADES

A SIGN of the times to those whose duty it is to watch for them, has lately appeared in the novel departure about to be undertaken by *The Cambridge Magazine*.

This paper has always maintained a high standard of journalism, as certainly befits a publication circulating amongst the university classes, and now, though by no means in want of advertisements with which to fill its pages, it proposes, in response to the repeated and numerous requests of its readers to effect what they consider an improvement in the appearance of the paper, to jettison all advertisements and to charge sixpence or possibly a shilling for the weekly issue.

This policy of conducting a paper by charging a high price per copy and thus limiting the sale to a comparatively small circle, raises a prospect which high-class advertisers would do well not to ignore, if they envisage a peace within the coming year and the concomitant dislocation. Those who, after the Boer War, with an eye to eventualities on the Continent, made a study of the possible reactions of peace, will remember the unexpected manner in which some trades were affected by a largely increased demand for their commodities and others by an equally startling shrinkage.

In this connection it is apposite to draw the attention of our readers to the action of the Government in setting up a department of the War Office to prepare plans for the demobilisation of the Army. These plans, we have lately been told by Mr. G. N. Barnes, are practically completed. We notice no preparation, however, for the demobilisation of trade. We hear nothing of the preparation of plans by the Government for the restoration of trades now occupied in making aeroplane parts to their pre-war function of manufacturing corsets, or of those engaged in making fuses to their function of making watches. We should like to be told of the efforts that are being made to effect a restoration of industry to a basis on which it will be able to absorb the returning armies as fast as they can be demobilised. While we hold that the authorities have every right in war time to utilise to the full the potentialities of private businesses, we would urge that the sacrifices thus entailed should not go unrequited, and that assistance in the process of adaptation to the necessities of peace should be forthcoming.

We should feel greater confidence not only in the ability, but in the perspicacity and foresight of the Civil Service, if there were sitting in each department sections of every trade, the duty of this body being to collect assiduously data and suggestions for the return of those industries to their new conditions of the new peace.

One would have thought, too, that the various trades after three and a half years of war would have set up sub-committees, at any rate to inquire into conditions and to recommend policies for the development of their interests.

We see a sub-committee of the London Chamber of Commerce so courageously endeavouring to obtain a rescindment or alteration in the latest gaucherie in the management of paper economy. Where would all their interests have been had they but combined, according to their function, in circularising those concerned?

Why was there no committee of circularisers ready to offer to the Paper Commission indications as to how paper might genuinely be economised? While all are prepared to obey the State, it behoves us, if we can, to see that the behests the State does make are based upon such experience and common sense as are already at its disposal.

Then why, we are inclined to ask, is nothing being done to collect data on problems of (1) How to regulate Demand as to enable its movements to be brought into correspondence with the condition of Supply; and (2) How to effect distribution in such a manner that while originality and effort reap their due reward, the public should have no reason to complain of wastage due to unnecessary competition.

Under the first heading will come such points as the removal of the bans on bill-posting and circularisation, the tendency of some journals to rely more on circulation and less on advertisements with the consequent scarcity and the probable famine in advertising space; and under the second the numerous methods of combination and control in distribution.

To the consideration of these questions, in the interest of the public, the manufacturer and the salesman, we gladly open our columns to those of our readers who have suggestions to offer.—(ADVT.)

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IN THE PROVINCES

Birmingham.

The newspaper advertising in November was not quite up to its usual volume, the proximity of Christmas seeming to have suggested a breathing space before the burst of Christmas announcements.

The constant few kept to their monthly appropriations—namely, such firms as Messrs. Chamberlain, King & Jones, Cook & Smart amongst the furnishing trades, and Lewis and Newbery's for the drapery concerns, whilst Hudson's Bookshop was in evidence on the bi-monthly "Book" page of a daily paper.

There were few newcomers this month—two firms took big space for showing tools for munition firms, and a local tobacconist, Mr. Harrison by name, commenced advertising a series of his own mixtures.

Priestley's, with pianos, and two motor firms advocating the use of "tractor ploughs" completed the list for the month.

The hoardings seem to have taken on a new lease of life, and colour is again prominent wherever one turns.

Bradford

Addressing a meeting of the Bradford Engineering Society recently on "Catalogues and Specifications," Prof. G. F. Charnock advised his hearers to devote more attention to advertising as it appealed to the commercial and to the technical man. Much of the rapid spread of knowledge regarding new devices might be traced directly to the results of advertising. While some advertising was most praiseworthy, a great many of the average catalogues could hardly be so described. Something more than the mere platitudes of commercial philosophy was wanted to increase the effectiveness of the present method of advertising. The real feature of advertising should be to give information, and catalogues should contain explanations, with the aid of diagrams and descriptions, illustrated by drawing a number of examples.

Dublin.

A distinctive piece of advertising literature ssued for the Christmas shopping season was *Clery's Bulletin*, published by Messrs. Clery & Co., Ltd., general drapers, Dublin. In format the *Bulletin* was a 16-page double post 4to, full of good-class line drawings, each page being enclosed in a green-tinted holly border. Patrons of the Clery Store were given a "view and description" of the fine new building which will replace the old premises destroyed last Easter, a double-page illustrated "spread" in the *Bulletin* setting out in attractive style the features of the new structure. The fashion drawings throughout—very fine examples of the composite grouping style—were the work of Mrs. M. Hall. The *Bulletin* was creditable alike to its originator and compiler, Mr. A. Corrigan, the advertisement manager, and to the printers, the Independent Newspapers, Ltd., Dublin.

Some "snappy" Press advertising and special publicity matter have emanated from the Irel (Irel-and) Coffee Co., Ltd. (Messrs. Johnson Brothers), one of the few firms in Ireland marketing a branded liquid coffee. In the past two months "Irel" coffee has been widely and strikingly advertised throughout Ireland. On the tramway systems of Dublin, Belfast, Cork and Derry a cleverly conceived transparency design has been placed. This is certainly a most arresting and unconventional display. The letters of the word "Irel" are picked out in a series of balls of red, green, yellow and blue, and a brilliant effect is secured, especially when the cars are lit up.

The same firm has issued a fine example of a railway wall map. I understand that the business has been expanding rapidly, and the partners—all devotees of the cult of specialised publicity—readily attribute much of their success to bold advertising backed by organised salesmanship. For the pictorial side of their Press advertising Messrs. Johnson enlisted the services of Mr. Gordon Brewster, of the art staff of the Independent Newspapers, Ltd.

The Irish Independent has been carrying some particularly effective examples of fountain pen advertising on behalf of Messrs. Helys, Ltd., Dublin. The "top right" position on the front page has been the *locale* of most of the series. I understand the lay-outs and copy-writing were handled by Mr. John Gill, who has control of "the pen department" of the firm. Mr. Gill is an advertising enthusiast and his practical work is modelled on sound and progressive lines.

Messrs. Kenny's Advertising Agency, Dublin, have been entrusted with the advertising work for the Ovelle Spice Co., Newry, Co. Down, a firm manufacturing a proprietary article for poultry needs. The technical journals and the principal Irish provincial newspapers are being included in the campaign. The preliminary Press announcements and other preparatory advertising for the new labour journal, *Irish Opinion*, were handled by Messrs. Kenny.

An interesting example of the successful application of modern advertising methods to a newly-created school of wireless telegraphy under the Dublin Corporation was forthcoming last month. It was the original intention of the authorities to follow the customary "ordinary type" style of public notice concerning the foundation of the school. The matter was entrusted to Messrs. Kenny's Advertising Agency, and, on their suggestion, an arresting and explanatory 6-inch double-column advertisement supplanted the proposed archaic "notice." The result of the series of insertions was that replies and inquiries were received in great volume by the school authorities. The several private "wireless" schools in Ireland have been conducting their advertising on display lines for some years, but the example cited represented the first attempt made by a civic institution to utilise "service" advertising.

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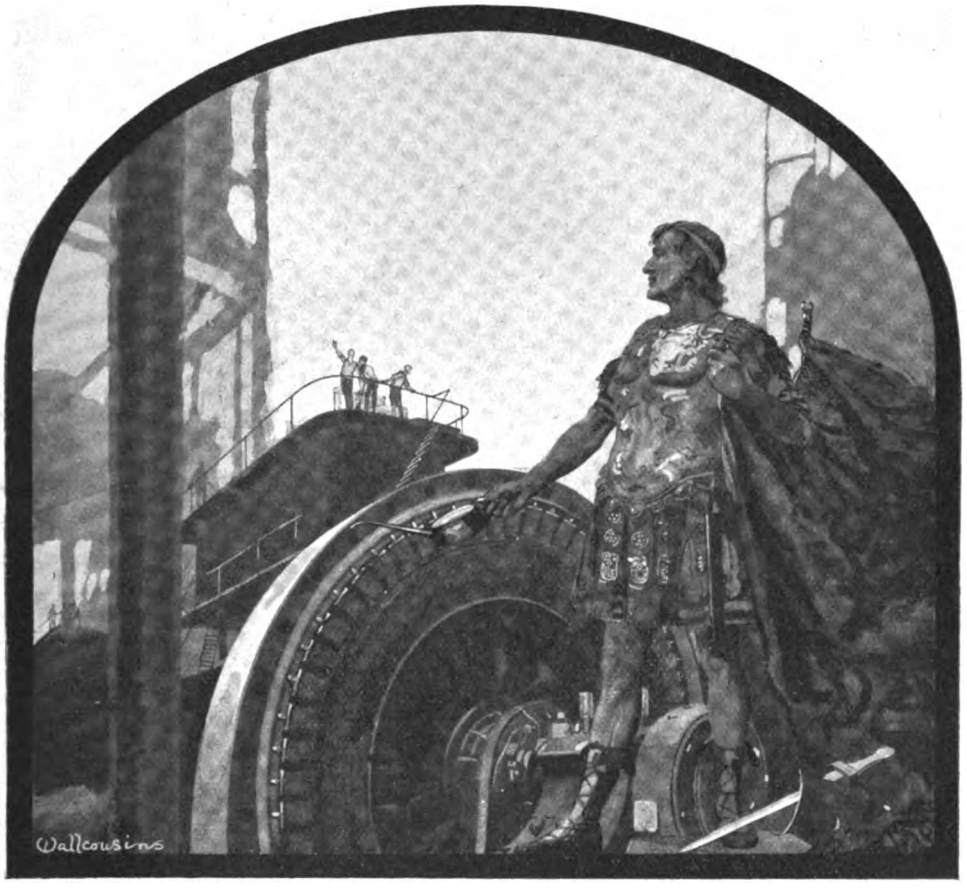

When the engine of war is scrapped and the wheels of industry restart, you will need all the assistance that masterly advertising can give your business. Consult the Carlton—the organization founded on the principle that no art, artistic or literary, is too good for the service of British commerce—and by far the biggest and most perfectly equipped publicity institution in the world.

CARLTON STUDIO & AUXILIARY

Carlton House, Great Queen Street, Kingsway, London, W.C.2.

Digitized by Google

The Christmas numbers of *The Irish Weekly Independent*, *The Weekly Irish Times*, *The Weekly Freeman*, and *The Evening Mail* showed up extremely well this year in respect of the volume of advertising carried. A wealth of full pages and half-pages distinguished the *Freeman* display, whilst the *Times* and *Independent* presented a remarkable array of general advertising from leading Irish firms. In the case of the *Mail* (which was an extra Christmas number apart from the customary editions) I understand that this year's number was a record in the amount of advertising carried.

MR. HERBERT GREAVES

An Advertising Manager's Success

MR. GREAVES, a Yorkshireman who has lived practically all his life in Manchester, began his business career in the right way to make a successful advertising man—that is, by learning the actual selling end of the goods, both inside a store and on the road.

MR. HERBERT GREAVES

It was in the year 1904, when he was a boy of 16, that his father signed the indentures, and apprenticed the lad to the drapery and dry goods business at Messrs. J. and N. Philips & Co.'s wholesale warehouse in Manchester. During the five years that followed young Greaves was learning all he could of all the various departments in this great business. When he came out of his time, at 21 years of age, he was made a salesman and also had some experience of the shipping end. As salesman, traveller, etc., he worked for about five years, and all this time he was keenly studying advertising, coupled with selling and distribution, as this, he believes, is the only way to make advertising a success.

Four years ago Mr. Greaves was appointed advertising manager to his firm, and during this time he built up an advertising department and a mail order business of no mean proportions, and originated and carried through some remarkably successful campaigns, such as that for "Dainty Dot" children's wear, which we described in our October issue. To have done this and also to have established a follow-up system, etc., in four years, is an achievement worthy of note for so young a man. It is safe to say that Mr. Greaves has done his part to lift trade advertising to a very high level.

In addition to his general knowledge of the dry goods business, coupled with that very valuable asset, a knowledge of retailing conditions, Mr. Greaves is a very keen judge of advertising, and is a first-rate hand at lay-out and copy-writing.

After fourteen years at Manchester, Mr. Greaves has come to London, having recently joined Messrs. W. S. Crawford, Ltd., of Kingsway. What is a loss to Manchester is a gain to London, and anyone who has watched Mr. Greaves' career so far will know that much as he has achieved in Manchester, he will do far more in the wider field now open to him.

We congratulate Messrs. Crawford on the association with them of such an able salesman and a man of such untiring energy as Mr. Greaves.

We feel sure that all Mr. Greaves' friends in the North will wish him every success in his determination to secure a wider sphere of advertising activity.

THE DAILY NEWS.

THE DAILY NEWS is in the proud position of being able to announce that its circulation exceeds one million copies daily and we congratulate our contemporary upon the achievement. It is a wonderful testimony to the steadily increasing popularity of the paper, and the growth in sales is the more gratifying from the fact that it has been going on so consistently for some years. It is no flash in the pan, but the result of enterprise, good management and the capacity to gauge what the public wants. To advertisers the announcement is especially acceptable, for it shows that they are getting admirable value for their money. Indeed, for a long time they have really been receiving a bonus, for the rates were based on a much smaller figure. It will not be a surprise to them therefore that a new scale of charges comes into operation with the New Year.

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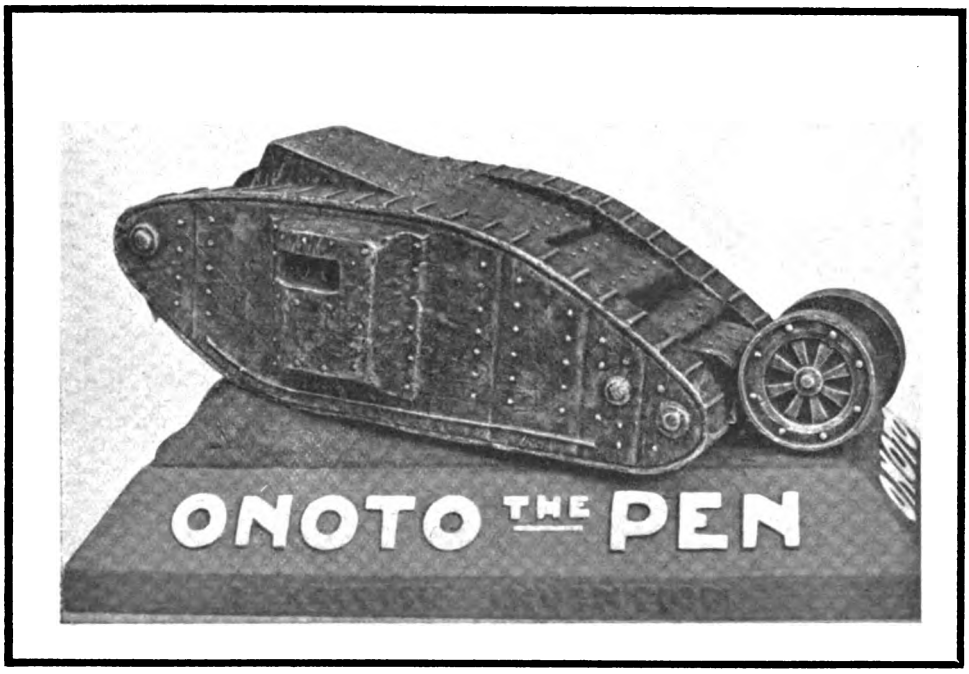
Window-Display Salesmanship



MADE IN PYTRAM

— YOU MUST ECONOMISE —

SHOP DISPLAY ADVERTISING IN PYTRAM

IS THE CHEAPEST AND MOST SUCCESSFUL—SAVES PAPER AND IS PRACTICALLY INDESTRUCTIBLE

PYTRAM NOVELTIES ARE SO ATTRACTIVE YOUR CUSTOMERS WILL BE ONLY TOO PLEASED TO DISPLAY YOUR ADVERTISEMENTS

We give full service, making all arrangements for window show, dispatching goods, collecting and reforwarding. ¶ Pytram possibilities are innumerable, and will pay for your full investigation. ¶ Give us a call and see what we have produced for other advertisers; or write us for Ideas and Suggestions.

DRUMMOND-WALKER & CO.

The Pytram Manufacturing Co.

63 Queen Victoria Street, London, E.C.4

'Phone: City 5134

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SUBSCRIBERS' ADVERTISING

In this section we review each month the Advertisements and Advertising Literature, and answer the questions pertaining to their advertising, sent by our Subscribers, free of charge. Subscribers are cordially invited to ask our opinion upon any advertising matter. Replies and reviews will be dealt with under assumed names if desired.

THE UNDERGROUND ELECTRIC RAILWAYS OF LONDON COMBINE (T.O.T.) forward us a booklet which is further evidence of the advertising so cleverly and effectively done by them by indirect agencies. It is entitled "A Book of Birds and Beasts for London Children," and it tells them in acceptable fashion of the animals and birds which may be found living in a wild state around London. One has come to expect a very high standard of excellence of any advertising matter issued by the publicity director of this company, and the booklet now under notice fully maintains the reputation he has achieved. One point to be noticed about it is the entire absence of any advertising matter from cover to cover. There is no mention even of the group of companies which produces it, except the formal announcement on the title page, but it will certainly do good work.

Letterpress and illustrations alike will make strong appeal not only to "the children of London" but to those "children of a larger growth" who will see it too, for the booklet is so admirably done. The illustrations, in full colour, are from drawings by Mr. Edwin Noble, and they show the birds and animals in their natural surroundings. They seem to us to be drawn with great fidelity with hardly a single exception, and there is a nice sense of intimacy about the portrayal which makes strong appeal. One of the happiest examples is that of the field mice on the tall stalks of corn. The letterpress is by Mr. Chas. White, and again, in its simple phrasing, we get a pleasantly intimate sense. The booklet is sure to stimulate a keen love of birds and beasts in the minds of the young people who are so lucky as to get copies, and it will make them keep their eyes open when they take their country walks. There are twenty-two illustrations, all full-page and nicely placed thereon. The booklet runs to 36 pages, 6 inches by 9¼. A word of praise is due to the printers, Messrs. Sanders, Phillips & Co., Upper Thames Street, for their excellent work.

MESSRS. SMITH, DENNE & MOORE, general advertising agents, Toronto, forward us a series of advertisements describing Canada under war conditions. They reached us bound in a little portfolio, but were written for and inserted in *The Literary Digest* of New York for a syndicate of Canadian daily newspapers. When Canada entered the war the impression became prevalent in the United States that business with its northern neighbour was languishing, and that it would not be good policy to advertise there. Realising that, the syndicate referred to commissioned Messrs. Smith, Denne & Moore to prepare a series of advertisements with the primary object of acquainting the United States business men with the fact that Canada was prosperous in spite of her participation in the war. The secondary object of these advertisements was to induce American manufacturers to use the advertising columns of the Canadian dailies.

The advertisements present a distinctly attractive appearance. They are well laid out, state their facts in terse, effective language and make out a very strong case.

Why should not the Canadian papers undertake a similar campaign in this country?

MR. WILLIAM SIMMERS, blouse and outfitting specialist, Elgin, forwards us some specimens of his recent advertising. We note with pleasure the distinctly attractive appearance which these announcements present, and it is the more praiseworthy from the fact that in country towns there is apt to be serious limitation in choice of types, though we do not say that such is the case in this instance. The advertisements are about 4¾ inches wide by 5½ high and being generally surrounded by a border should stand out well from their neighbours. Mr. Simmers shows appreciation of the value of "white," so that there is an agreeable absence of crowding, but sometimes the type chosen for descriptive text is, we think, a trifle small. Having to suggest daintiness, Mr. Simmers has wisely chosen founts of a light and delicate character.

VENUS PENCILS forward us a specimen of a novelty blotter they have produced for advertising purposes, the feature of it being that it does not lie flat on the table, but has a folding arched back of stiff cardboard which not only makes a convenient handle, but causes the blotting surface to be slightly convex, and so increases its utility. It is an ingenious device.

MESSRS. MARSHALL & CO., drapers, outfitters and furnishers, of Port Elizabeth, South Africa, send us a copy of their "Summer Fashion News and Complete Guide to Furnishing." It runs to about 180 pages, each page measuring 8½ by 11 inches, so it will be seen that it is a quite bulky catalogue, suggesting that there is no scarcity of paper in South Africa. The cover design,

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WHICH WORD YOU USE MATTERS MUCH

POOL'S FOR PUBLICITY

A SINGLE word may make your ad.—or mar it. It is not so easy to choose the right word as the wrong word, and the difference between the two may be the difference between success and failure.

If you haven't the time to spend over this nice choice of words, why not delegate the task to Pool's, whose copy writers, possessing the requisite skill, experience, and thorough knowledge of the theory and practice of advertising, can put into your copy that vital touch of Salesmanship which springs from wisely chosen words?

CHARLES POOL & CO., LTD.

The Personal Service Agency with 50 Years' Experience

180-181 FLEET ST., LONDON, E.C.4

Telephones: City 1473–4.

Telegrams: "Advexero, London."

BIG RESULTS £1,500
from Small Expenditure 12/- Advt.

FIGURES THAT SPEAK FOR THEMSELVES:

A small advertisement in the "Christian Herald" offering two Debentures of £25 each brings applications for over £1,500.

AS further proof of the extraordinary results obtained from advertising in the "Christian Herald," we would draw attention to striking figures in connection with the advertising of a firm of Clothiers. This firm writes us that in February, 1916, when they were running a 2½ inches wide column advertisement at a cost of

£6 5s. per week, the average weekly result from the advertisement was **£50.**

Dr. W. G. HARTOG, M.A., F.R.S.L., etc., Director of the Syndicate Publishing Co., writes on September 27th, 1917, to the

CHRISTIAN HERALD

"I feel sure that it will interest you to know that in response to three small advertisements which this Company inserted in your paper during August, the worst time of the year for advertising, the total cost of which at your full rates amounted to £85, we have sold up to date approximately **1,500** Dictionaries at prices varying from **6s. 3d.** to **£1**, and orders are still coming in at the rate of 20 to 30 per day. These figures testify better than any words I can say to the extraordinary pulling powers of your paper, and to the confidence which your readers have in the 'Christian Herald.'"

Thus the "Christian Herald" is one of the foremost weekly periodicals—foremost in circulation, foremost in responsiveness, foremost in results. Get the "C.H." on to your list for a series contract NOW, at the strategical moment. The circulation has averaged weekly well over a quarter of a million copies for the last 20 years, and assuming each copy is read by three or four persons, the advertisements come under the notice of

OVER A MILLION READERS.

There is now so much demand for advertising space in the "Christian Herald," advertisers should at once apply for Specimen Copies and Rate Card to Advertisement Manager, 6 Tudor St., London, E.C.4.

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by Mr. W. S. Bagdatopulos, is in two colours, and the book is crowded with illustrations. Being printed on very thin paper in order to reduce the cost of postage it cannot be expected that the blocks should come out very well. But, as we have said of Messrs. Marshall's catalogues on previous occasions, they are extremely useful for mail-order purposes in a country of great distances with sparsely scattered population where "shopping" must be done very largely by mail order.

BUSINESS GOING OUT

The advertising in the English press of the French National Defence Loan was undertaken by Messrs. Leathwaite & Simmons.

Messrs. C. A. Peters, Ltd., of Derby and 116, Newgate Street, E.C., are placing direct their advertising for the Peterlite Everlasting fire lighter.

The Norfolk Farm Lands Development Scheme has been a good deal advertised of late, the publicity campaign having been entrusted to Messrs. Vickers.

Messrs. Birch & Gaydon, Ltd., 153 Fenchurch Street, E.C.3, are doing some effective advertising through Messrs. Cutting and Underwood.

Kensitas cigarettes are being advertised for Messrs. J. Wise & Sons, 175-6, Piccadilly, by the Pioneer Publicity Service.

The publicity for Law's Peach Bitters is being undertaken by Messrs. Willing on behalf of the proprietary company, of 36 and 37, Leadenhall Street, E.C.

Quite a novelty in the matter of advertising in the English Press were the election addresses of the Canadian Government and of the Liberal candidates for the Dominion of Canada Parliament. They were inserted to reach Canadian soldiers in this country. The advertising of the former was entrusted to Mr. Chas. F. Higham and of the latter to Messrs. Street.

The London Army Boot Co., 3, Victoria Avenue, Bishopsgate, E.C., have been advertising their Government leather boots for workers.

Messrs. Samson Clark are acting for the Express Rubber Co., 435 and 437, Oxford Street, W., in the advertising of their "Nobility" and "Trench" mackintoshes for ladies.

A new campaign is being conducted for the "White City" cigarettes, and Messrs. Godfrey Phillips have placed it in the hands of Messrs. W. J. Southcombe.

Containers for gas, to take the place of petrol, are figuring in the advertisements now, and among the firms advertising them is the Ernest Lyon (Gas Equipment), Ltd., 91a New Bond Street. This firm has been taking fairly large spaces to make known its Lyon-Spencer concertina gas containers.

Large spaces have been taken in some of the illustrated weeklies to advertise the "Service" Safety Haircutter, for the company of that name at 43, Leicester Square. The business was placed by the Dorland Agency.

Mr. L. Macrae of Glasgow is undertaking the advertising of the pocket acetylene lamps for Messrs. Wm. Moyes & Sons, 142, Waterloo Street, Glasgow.

"Modern Art."

A TRULY sumptuous volume, containing reproductions of works of "Modern Art," and thus entitled, has been issued by *Colour* (53 Victoria Street, S.W. 15s. 6d. net). It fully maintains the great reputation that delightful magazine has won for itself as a portrayer of modern pictorial art in colours, and there are added essays on the subject by Mr. Chas. Marriott and "Tis," with appreciations of the individual pictures. The range of artists, British and foreign, whose work is reproduced in full colours with many printings, is very wide. In all there are 56 full-page pictures presented in superb style by Messrs. Bemrose, together with 16 examples in black and white of the drawings of some of the present day masters in lithography or in chalk, the pen, and the etching needle, also very fine in their richness and depth of tone. The volume is a splendid example of the skill of British craftsmen in colour printing and will be a joy to every lover of modern art.

YOU CAN USE ONLY TWO PAPERS

to reach readers of Sunday picture papers. Their success proves they are the most fascinating of all the Sunday papers. Why not test this profitable class of medium by using the Illustrated Sunday Herald?

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ITEMS OF INTEREST

Mr. J. A. Stead, who for almost twenty-one years has been with Messrs. Smith's Advertising Agency, 100, Fleet Street, is about to join Messrs. Siviter Smith, as administrative manager of their Birmingham branch. Mr. Stead's long experience should make him a very useful acquisition to the go-ahead firm with whom he is about to throw in his lot. His

MR. J. A. STEAD

many friends in London will, however, be very sorry to lose Mr. Stead, for he is very popular. They, however, sincerely wish him every success in Birmingham.

Mr. T. L. Hargreaves, chairman of Messrs. Hargreaves Bros., blacklead manufactures, died on November 28th at Hull in his 74th year.

Mr. A. O. Richardson, managing director of Messrs. Palmer Newbould & Co., has accepted an invitation to serve on the Propaganda Committee of the Duty and Discipline Movement, the other members of the committee being the Earl of Meath, Lord Rathcreedon, the Rev. Cecil J. Mead-Allen, Mr. A. B. Nott-Bower, and Mr. Ernest Oldmeadow.

Lance-Corporal C. Deryck has been awarded the Military Medal for "resourcefulness and bravery" in France. Mr. Deryck was for many years a member of the staff of Messrs. Samson Clark & Co., and left them to enter the Army. He was rather badly wounded in the fighting when he won his medal, but we are glad to learn that he is steadily recovering. We join with the gallant soldier's many friends in offering him our hearty congratulations.

Mr. Stanley Talbot, who lately returned to this country after a visit to Roumania as a member of the British Red Cross, has now joined the Royal Army Medical Corps and for the present is stationed at Blackpool.

Mr. J. Wallace Black has contributed to *The Shields Daily Gazette* a very chatty series of reader advertisements concerning Mr. Isaac Black's clothing business. The first was devoted largely to describing the origin of advertising and was written in such bright fashion as to be sure of attracting attention.

Miss Leila Lewis, Press representative for the London Opera House, forwards us several recent copies of *The Kingsway Gossip*, the house organ of the Stoll Picture Theatre. It is a dainty little four-page leaflet, 5 inches by 6¾, printed in two colours on green paper, and is published weekly. Miss Lewis writes vivaciously about the changing attractions of the picture house with some bright prefatory remarks concerning the attractions of the picture house as a place of entertainment. The house organ is addressed to the general public and Miss Lewis shows herself in it to be a lady with ideas.

Mr. Elbert Hubbard, who lost his life in the sinking of the *Lusitania*, was such an attractive personality, with so delightful an individuality, that many of our readers will be glad to possess themselves of the sympathetic appreciation of him which Mr. W. Bevan James has written (C. W. Daniel, Ltd., Graham House, Tudor Street, E.C.; 6d.). Some of our readers may have met Mr. Hubbard and all of them knew him by fame. This sketch of a remarkable man was first prepared for a lecture in Liverpool and has now been expanded into booklet form.

The report of the Strength of Britain Movement, which was issued at the end of last month, shows that during the year ending June 15th last the Committee expended £13,580 for newspaper and poster advertising, literature, mass meetings, deputational work and the memorial to the Government. A further sum of £2,879 was expended in connection with the book, *Defeat or Victory*, of which 230,000 copies have been sold and distributed. Wages and salaries represented less than 2 per cent. of the total receipts. Seven-eighths of the total expenditure had been in publicity propaganda.

The illustrated weekly papers produced their special Christmas numbers in the early part of the month, one or two coming out at the end of November, but we regret that lack of space prevents us from mentioning them in detail, worthy of it though they are. War conditions told on a good many of them, the great cost of process blocks and the very high price of paper rendering it impossible to produce numbers so large and sumptuous as those to which we were accustomed in pre-war days. Still, despite all these trying conditions, the Christmas numbers are fine publications.

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To the conductors of *Truth* we offer our hearty congratulation on the brilliantly clever caricature of one of our most popular leading evening papers, which they have produced as part of their Christmas number under the title of *The Daily Stunt*. The make-up and style of the original has been so closely followed that the skit will be a joy to every newspaper man in particular and it will be hardly less popular with the general reader. At the same time the parody is conceived in no unkind vein, but in the spirit of pure fun, which bubbles over in every paragraph. On the front page appears a portrait of "Lord Bottomcliffe" who, we are told, has accepted President Wilson's invitation to run the United States, and the chief "stunt" story shows how *The Daily Stunt* killed the Kaiser. The Christmas number of *Truth* itself is again a witty production on the familiar lines.

"ADVERTISING WORLD" LAW REPORTS

Importation of Paper—Heavy Penalty.

MESSRS. CHERRY & SMALLDRIDGE, printers and stationers, were summoned last month by Mr. Thomas Carleton (H.M. Customs) in the North Dublin Police Court for having on March 7th last imported into Dublin a quantity of paper boards which they were not duly licensed to import, and contrary to the Customs Consolidation Act of 1876. The Commissioners of Customs and Excise claimed a penalty treble of the value of the goods—namely, £406 17s.

It appeared that the Paper Commission had issued to the defendants in the month of October, 1916, a license to import paper to the extent of 52 tons up to February 28th, 1917. On February 28th there was still unimported on that license 15 tons, but the licence had expired, and the Paper Commission did not extend it. On March 7th the defendants imported 28 tons 6 cwts. of paper, having at that time no current licence. That quantity was seized by the Customs authorities. On April 27th licence for 10 tons of the consignment was produced, and £371 was lodged to secure the release of the balance of 28 tons, which sum was forfeited.

Mr. Healy, for the defendants, contended that the vessel was delayed, having been torpedoed on a previous voyage, and as a result of that the defendants were obliged to get paper to keep their works going. If the vessel had arrived without undue delay the licence originally granted would have covered the consignment, but a portion of the quantity authorised under their licence to be taken had been already obtained for the purpose stated.

Eventually other licences were produced, but the total amount of all the licences procurable by the defendants was short of the consignment to the amount of 6½ tons, in respect of which the proceedings were now taken, for three times the invoice value of that quantity.

The magistrate awarded the full penalty claimed, and Mr. Healy gave notice of appeal.

Interned German's Picture Postcards.

IN THE City of London Court, on November 29th, in the case of Asher *v.* Bloom, the plaintiff, Mr. Joseph Asher, advertising picture postcard dealer, 3 and 4, Ivy Lane, E.C., now interned at the Isle of Man encampment, sued Mr. Alexander Bloom, trading as the East London Printing Co., for £38 16s. 6d. for advertising postcards supplied.

Defendant applied that plaintiff should be ordered to give security for costs, and his solicitor said the postcards were the last lot of goods which plaintiff had on hand before being interned. The defendant had paid the amount sued for to the plaintiff's wife, who, it now turned out, had no authority to receive the money.

Plaintiff's solicitor said his client had a stock of advertising picture postcards at the Old Kent Road worth £500. Plaintiff's wife denied that she had received the money sued for.

Judge Atherley-Jones, K.C., said he could not accede to the application.

BRITAIN'S MOST FERTILE FIELD

is Lancashire and district; the most industrious, the most thickly populated, and the greatest wage-earning area in the British Isles. It is effectively covered by the Daily Dispatch, noted as one of the most profitable mediums for creating business.

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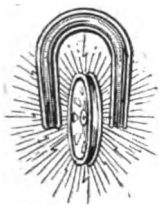
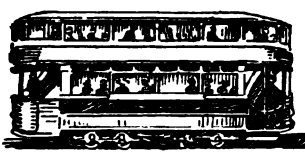
Memorandum

Make a note of this and mark it Urgent



On January 1st, 1918, the advertising rights on the cars of the Dudley, Stourbridge and District Electric Traction Co., Ltd., Birmingham District Power and Traction Co., Ltd., South Staffordshire Tramways (Lessee) Co., Ltd., and Wolverhampton District Electric Tramways, Ltd., operated by the Birmingham and Midland Joint Committee, pass under the sole control of the Advertising Committee of the British Electrical Federation, Ltd. Consequently all spaces are now open to advertisers from that date onward.

There are some 200 tram cars, which carry approximately 53,850,084 passengers annually. Immediate application should be made for special positions.



For particulars and terms write to:
THE ADVERTISING MANAGER,
The British Electrical Federation, Ltd.
1 KINGSWAY, LONDON, W.C.2

BEF

WEST AFRICA

MUST PATRONISE YOU
IF YOU PATRONISE

The West African Advertising Agency

Head Office: Freetown, Sierra Leone.

We accept contracts for posting Posters and Bills, distribution of Catalogues, Pamphlets, Circulars, etc.; insertion of "Ads." composition, Screen halftones (blocks), Matrices, Unmounted Electros (cliches), Linotype blocks, News interlineations, etc., throughout the Colonies in British West Africa, and also in the Liberian Republic.

RATE CARD POST FREE ON APPLICATION.

FRAGMENTS FROM FRANCE

Over 2,000,000 copies of F.F.F., as Capt. Bruce Bairnsfather's collections of war sketches published by the "Bystander" are popularly known, have been sold, and the demand is as great as ever. Only the 2nd, 3rd and back cover at any time is available for advertisers' use.

Permonise

your advertising display matter, showcards, note cases, perpetual calendars.

Send us specimens of your advertising display matter — we will gladly show how Permonising will make them look better and cut your costs.

Address your letter to Stanley V. Machin

THE PERMO COMPANY
London Road, Beddington
Corner, Mitcham, Surrey

Telephone - - - Mitcham 832

Google

NOTES ON MEDIA

The Daily Mail was able materially to help the sale of the Tank Bonds among those who desired to acquire them, but were unable to go in person, for it undertook to purchase the bonds actually at the Tank on behalf of its readers. The result was that orders for such purchases came from all over the country and even from abroad. The bonds thus bought bore the Tank Bank stamp.

"THE DAILY MAIL"

In a recent issue of *The News of the World* was printed a very useful little return showing the circulation of the New York papers as at the outbreak of war and as they were quite recently. It is possible to give precise figures for the United States papers, because, as will be recalled, the proprietors in that country have to make official returns. The statistics were as follows:—

"THE NEWS OF THE WORLD."

	1914.	1917.
Evening Journal ..	758,534 ..	808,608
New York World ..	380,540 ..	431,222
Evening World ..	360,902 ..	407,308
America	352,164 ..	451,799
New York Times ..	246,118 ..	357,225
Evening Telegram ..	163,869 ..	217,846
Evening Mail ..	130,137 ..	156,529
Evening Sun.. ..	110,056 ..	192,250
New York Herald ..	101,006 ..	130,209
New York Sun ..	65,514 ..	141,758
New York Tribune ..	55,335 ..	100,551

It will be noted that on the whole the advance in circulation was considerable, and now that the United States is about to take a more active part in fighting, the demand for newspapers is likely to be far greater. *The News of the World* concludes its reference to the matter with these words: "The largest circulation in the world is, of course, that of *The News of the World*, with a certified figure far exceeding two million seven hundred and fifty thousand." It is a proud position for Sir George Riddell's paper to hold.

The Christmas Shopping Special Double Number of *The Graphic* constituted a very useful guide to the public in the performance of the task of buying presents, which may be very agreeable if undertaken with such help as this special issue afforded. A great many of the very best West End firms were represented in this number, and a study of it ought to have been undertaken by all who were puzzled as to what to buy. Reference to the names of the firms showed once again the "quality" note which characterises *The Graphic*, and proved how much the paper is esteemed by high-class advertisers.

"THE GRAPHIC"

Two big special issues of exceptional interest were produced by *The Bystander* in successive weeks. One was the Christmas Presents Number on December 5th and the other the Flying Number with supplement, published on the 12th. Both were very attractive, alike in their literary and pictorial contents, and both carried a very big show of advertisements. The former issue ran to eighty-four pages, exclusive of covers, and the numerous advertisements demonstrated once again the fact that *The Bystander* is recognised as a splendid medium for shops which desire to reach a well-to-do public which buys its Christmas presents with judgment. Forty-seven pages were devoted to setting forth what at the advertisers had to say.

"THE BYSTANDER"

The Flying Number was even larger, consisting of ninety-six pages and cover; about fifty-five being advertisements. In this case again the great West End stores and other purveyors of high-class goods were very strongly represented.

December 1st saw *The Outlook* issued in a new and improved form, and with quite a departure from the staid appearance of most of the political literary weeklies. The familiar red badge on the title page has been dropped, and a coloured cover has now taken its place. The size of the page is slightly smaller, but the number of pages has been increased. The quality of the paper is much better, and now allows of half-tone blocks being taken. All its old features have been maintained, and new ones added. Considerable space is now devoted to foreign affairs; contributed by its own special correspondents in Paris, Rome, Petrograd and Madrid, and to articles by well-known writers, abroad as well as in this country. The new features should do much to increase the sales of this interesting and well-informed review.

"THE OUTLOOK"

The columns of the first issue in its new form were well supported by a good and representative show of advertisements, running to ten and a-half pages.

This old-established agricultural paper, founded in 1844, is now issued from the office of Messrs. Iliffe & Sons, 20 Tudor Street, E.C., owners of many papers dealing with various aspects of the motoring industry. Unquestionably agricultural papers will in future carry much more motor machine advertising than they have hitherto done, in

"THE AGRICULTURAL GAZETTE"

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view of the great increase in the use of the motor for ploughing and other agricultural purposes. It is probably on account of this fact that a firm so closely identified with the motor industry have undertaken the publishing of the paper.

At this time, when so much attention is wisely being directed to the development of our overseas trade in preparation for the day when the conclusion of the war permits the resumption of a full export business, it is very appropriate to direct attention to a suitable medium for the needful advertisements. Such a medium is *The Daily Mail Overseas Weekly Edition*, which goes to all parts of the world and is read by a great section of the people whom it is desired to reach, both in British possessions and in foreign lands. H.M. trade commissioners in our Dominions and our consuls in foreign countries are consistently impressing on British merchants the need of making their goods more widely known, as our own pages this month bear witness, and as they have done on many previous occasions. This advice must be followed.

"DAILY MAIL" OVERSEAS WEEKLY EDITION.

While referring to our contemporary we express regret that in our reference to it last month the title of the paper was not more explicitly stated. It should have been referred to as *The Daily Mail Overseas Weekly Edition*, and not merely as the *Overseas Mail*.

We offer hearty congratulations to *The Inverness Courier* on attaining its hundredth birthday, which was reached on December 4th, and on the fact that the paper, despite its great age, is still vigorous and enterprising. The issue of the date named was of a special centenary character, and with its reviews of old times must have been intensely interesting to its readers, and especially to the older generation, who could recall many of the incidents and people referred to. The story of the early years of the paper is particularly attractive by reason of the great changes which have come over men and things since those far-off days of 1817. The record of *The Inverness Courier* is one of which its conductors may well be proud.

"THE INVERNESS COURIER"

CALENDARS & ALMANACS

DESPITE THE difficulties that beset them the colour printers of this country have turned out some excellent calendars for 1918, and it may fairly be said that the work they have done this year does not fall in any way behind that of the past.

It has been our custom in former years to reproduce several examples of the most attractive of these calendars, but we are sorry to be unable to do so this year, as it is necessary so severely to reduce the size of our paper. We desire, however, to say something in appreciation of the excellent work which has been forwarded us for review by some of our leading colour printers.

Messrs. Bemrose & Sons, Ltd., Derby, send us really beautiful work which does them the utmost credit, and the range of subjects reproduced is very wide. The pictures are mounted in most tasteful manner so as greatly to enhance their charm, and several of the subjects have been used also as covers for blotters. Really superb is the collotype of Montague Dawson's sea-piece, "The Night Watch," battleships advancing in line through the darkness, broken, however, by fitful moonbeams. In absolute contrast, by presenting a peaceful river scene in rural England, is E. W. Waite's picture of "The Swan's Nest." Claude Hayes's "Highclere" is a faithful rendering of a big stretch of open country by that gifted exponent of water colour, and Fred Roe's "Foster Parent," strongly recalling "The Doctor," will make great appeal.

Messrs. Thomas De La Rue are not issuing wall calendars and blotting pads for 1918, but their Onoto pocket almanacks and diaries are as well designed and attractive as ever. One of these in a soft green leather cover, with watered silk lining to match, will find great favour and lend an air of distinction to its happy possessor, while pockets add to its desirableness. Another in deep purple and rather smaller we commend to the notice of any man who wants to make a present to a lady. Its miscellaneous information, including a list of the chief events of the war, renders it additionally useful. Larger than either of those mentioned and quite handsome in its simplicity is the pig-skin cased diary, which will be very popular, so aristocratic does it look.

Messrs. Wm. Strain & Sons, Ltd., Belfast, forward us some of their calendars for office use which are alike serviceable and good to look at. The one which they have prepared for their own office has a novel feature in the shape of an indicator by which the particular day is shown. This consists of a metal frame, with spike to keep it in position, the frame, attached by a string to the calendar, surrounding the date of the day, so that the date can be seen at a glance. The big letters of the calendar render it very acceptable for offices.

Messrs. James Walker, the Royal Colour Printing Wo ks, Dublin, forward us a specimen of the satin calendar which they are issuing. It is a fine piece of work in colours, and is the more interesting from the fact that before the war practically the whole of the satin printing was done in Germany. Now Ireland shows what she can do and that she can do it very well, for the calendar has been produced entirely by the firm's own hands at their own works in Dublin.

Messrs. Partridge & Love, advertising printers, Broadmead, Bristol, have issued a selection of calendars and blotters for advertising purposes. They will be useful in offices.

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Mr. Chairman and Gentlemen!

MR. JOHN MORGAN RICHARDS

Fifty Years' Residence in England.

A FULL fifty years have passed since Mr. John Morgan Richards, the veteran advertising agent, came to this country from the United States, and though he is now living in retirement at Ventnor his London friends did not forget the fact. They felt the event should be celebrated and a tribute of respect paid to one whom all advertising men delight to honour. Therefore at the close of last month they entertained Mr. Richards to dinner at the Imperial Restaurant, Regent Street. The chair was taken by the American Ambassador, and there was a large gathering of men engaged in the work of publicity. Among other friends present were Dr. J. Fort Newton, of the City Temple. His attendance was the more appropriate because Mr. Richards had been for many years a close personal friend of the late Dr. Parker and intimately associated with the City Temple.

In the course of a finely phrased tribute to the guest of the evening, Dr. Page said that Mr. Richards, by reason of his personal interest and charm and human sympathy, had the habit of making himself the friend of all who knew him. He had been a useful citizen; in the country of his adoption he had done his whole duty, and at the same time he had that fine touch of sentiment that kept him an American. By his pen, particularly in his later years, he had shown, not only literary quality, but a balanced judgment and a serene temper. "We wish him many more years of such activity as he chooses to indulge in, or of such contented meditation as becomes the philosophic mind. We shall always think of him with affection, and with high regard."

Mr. Richards was evidently deeply touched by the enthusiasm with which he was received. He said he felt that all his friends believed as he did in some blending of hope and sunshine sweetening their days as they passed the milestones of their journey. That he had had to meet very sad losses and bereavements no one would doubt, but he had tried not to be beaten back and submerged by sorrow, and to trust more and more in "the best is yet to be." Throughout the 18,250 days he had spent in this country he had experienced the greatest possible kindness from all his English friends and he felt that he owed them a deep debt of gratitude. They had always caused him to feel at home and never an alien or a stranger. He had never been sorry that he came to England. Mr. Richards concluded by saying, "I pray and trust that many happy years remain for us all, and that as time rolls on and we pursue our various callings to the best of our abilities, we may at the last say, though our garments are travelstained and our shoes worn, that we thank God and are quite happy, and still believe 'the best is yet to be.'"

Mr. William Ward, Mr. Richards's oldest friend present, who made a very happy little speech, said he and Mr. Richards were boys together, and had always been friends.

Mr. F. C. Van Duzer, who had taken an active part in making the arrangements for the evening, and others, joined in the felicitations.

In Ventnor also, from his many friends there Mr. Richards received warm congratulations on the anniversary.

THE ALDWYCH CLUB

Speech by Mr. J. H. Thomas, M.P.

"Labour and the War—and After" was the subject of the address given by Mr. J. H. Thomas, M.P., at the Aldwych Club lunch on December 7th. The chair was taken by Sir Hedley Le Bas, who was supported by a goodly company of members of the club and their friends, including Sir Albert Stanley, President of the Board of Trade. Mr. Thomas, it will be recalled, is the Secretary of the Amalgamated Society of Railway Servants.

Sir Hedley, in introducing the guest, congratulated him on having prevented the great railway strike which was threatened a few weeks ago.

Mr. Thomas, in an earnest and thoughtful speech, which found great favour with his hearers, deeply deplored what he described as the loss of *morale* since August, 1914, and inquired into the reason. The present was a testing time for the nation, and the test was whether a free people fighting for freedom were prepared to make the sacrifice that autocracy imposed upon them. One of the reasons why there was a loss of *morale* was that the Government had failed to take the people into their confidence, they had never told the people the real situation, and the nation had reached a stage when the people did not believe their statesmen. Another trouble was that the Government belittled the sacrifices the nation had made, so that the people of the United States and of the Allied and neutral Powers had no idea what we had done. There was an even more dangerous thing, and that was the inculcation into the minds of the people of a feeling that the war was being waged for personal profit. There was a feeling, too, that they had departed from the

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original purpose of the war, and a misunderstanding of the purpose for which they were fighting. What was wanted was a clear, simple statement of their war aims. Turning to the future, Mr. Thomas spoke of the difficulties ahead, as, for instance, in the meeting of the enormous burden of taxation and of finding employment after the war. If the war stopped at once they would have to face a clear £600,000,000 a year in taxation, without the help of the £170,000 000 a year now being raised from excess profits tax.

"America and the War."

THE ADDRESS which Dr. Fort Newton, pastor of the City Temple, gave to the members of the Aldwych Club at their after-lunch meeting on November 27th was one that it was indeed a pleasure to hear and that will long be remembered. It ranked among the very best which have ever been delivered at these meetings, and that is saying a great deal. The address was entitled "America and the War, and My Visit to the British Front." The speech had for its object the bringing together of the two peoples of Great Britain and the United States that they might know and understand each other better, an object which the gifted speaker has also sought to achieve on many American platforms lately. Dr. Newton did not take a very cheerful view of the immediate future of the war, but he expressed conviction that, if the necessity arose, the English-speaking peoples could bring the conflict to a satisfactory termination. He was convinced that the greatest event in connection with the war would be the reunion of the Anglo-Saxon peoples.

Mr. Frederick E. Potter presided, and the vote of thanks was proposed to Dr. Newton by Mr. L. G. Sloan.

"Russia To-day and To-morrow."

AT THE meeting of the Debating Circle on December 4th Mr. Kasimir Zienkevitch, the new Russian Consul for Birmingham, spoke on "Russia To-day and To-morrow." The chair was taken by Mr. W. H. Beable. It may be explained that Mr. Zienkevitch, who was appointed by the Provisional Government, acts in an honorary capacity in order to help his country, as Russia has never before had a consul in Birmingham. By birth he is a Pole from the Caucasus.

In introducing the speaker, Mr. Beable asked for continued sympathy for Russia in her great difficulties.

Mr. Zienkevitch expressed his conviction that the better elements in Russia would eventually win the day, and reminded his hearers that one thousand miles of front was still being held by the Russian Army, despite all their difficulties. Even now he believed Russia would still be able to help the Allies.

The thanks of the meeting were conveyed to the speaker on the motion of Mr. W. B. Warren, seconded by Mr. H. Imber.

"Some Reminiscences of Siam."

At the meeting on December 6th the members of the club were told many very interesting things about Siam, the speaker being Mr. Ernest Young, a member of the Inner Temple, author of "The Yellow Robe," and prospective Liberal candidate for Hammersmith. His subject was "Some Reminiscences of Siam." The chair was taken by Mr. H. Foreman, Mayor of Hammersmith.

SOCIETY OF MOTOR ADVERTISING MANAGERS

Psychology in Advertisements.

THE SUBJECT discussed at the December meeting of the Society of Motor Advertising Managers, held on the 14th at the Aldwych Club, was "Psychology, the Basis of Successful Advertisements." The topic was introduced by Mr. W. T. Bishop (Messrs. Clement Talbot), and the chair was taken by Mr. E. Reinhold.

Mr. Bishop, in the course of his address, said the only possible rules to guide them were those established laws of psychology which were the nucleus of modern business science. Most of the development of psychology, as an applied business science, had been wrought in America. The old rules of advertising, as learnt years ago, were formulated as follows: (1) To attract attention, (2) to arouse interest, and (3) to create a desire to possess the goods it was hoped to sell. That simple code was equally sound to-day, but to apply it successfully they must rely on psychology to instruct them how to attract attention, how to arouse the right interest and how best to create a purchasing response.

As to attracting attention they could always do it by taking big enough spaces often enough, but the problem was how to do it economically. The real attention that led to sales could only be gained and sustained if the advertisement were presented in such a manner as to arouse the reader's interest and make a definite impression upon his mind. They would make an impression all the more easily by directing their appeal to the more impressionable parts of a man's nature, and those parts were his instincts and sentiments or emotions. The success of the appeal would be the forcefulness of the impression made. They must adapt their appeal to those whom they were addressing. The instinct to possess things was a factor to be remembered, and so was the instinct to make or save money, and the social instinct. If they could convey an impression that possession of their goods would cause others to rate the possessors at a higher social estimate the appeal to personal vanity might be often usefully made.

An instinctive curiosity was common to everyone, and to tell just enough about goods to kindle curiosity was to score a hit. As most

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people were alive to an appreciation of the beautiful, an advertisement which was artistic and pleasing was likely to secure an immediately favourable response from the reader, and thereby create a favourable impression of the goods. That might be only transitory unless they also impressed an idea of their goods and, better still, of the pleasure to be enjoyed from their possession, or similarly the comfort or convenience they afforded.

After arousing and focusing the interest of the prospective buyer they must leave in his mind some idea associated with the goods. That could be done in three ways: (1) By type alone, describing the goods as fully and as invitingly as copy-writing would permit; (2) by adding an illustration and thus conveying a knowledge of them to the mind of the reader more easily than by words alone; and (3) by adding a picture showing the goods in actual use. The last was the most effective way by reason of the power of suggestion which was a psychological factor of immense importance in advertisement writing. That led them to another factor—the association of ideas. Suggestion in advertisements must be implied: suggestions of quality, etc., or direct suggestion to act or do something. The psychological value of the return coupon in advertisements was the strong suggestion it gave to the reader to do something, with the added advantage of making it easy for him to do it under the immediate impulse of the suggestion.

Another buying motive which acquired value through suggestion was the force of example. As advertising improved in sincerity people would acquire greater faith in it and be more and more inclined to deliberate upon the advertisements and buy more independently than they did to-day. There were two qualifications they must bear in mind—namely, that people differed very widely as individuals, and that advertising propositions also varied very considerably.

In the course of his remarks the speaker exhibited a number of specimen advertisements exemplifying many of his points.

A useful discussion followed.

The Association of Advertising Women

Miss Horniman was the speaker at a meeting of the Association of Advertising Women held on December 10th at the Emerson Club. She dealt with "Some of My Dramatic Experiences," and as she was addressing an audience a number of whom were either on or connected with the press, she particularly touched on some of her experiences with the Press, both in this country and in the United States.

The office table blotters issued by Messrs. Hudson & Kearns will be just to the taste of the business man for there is about them a solidity and simplicity, an absence of "fal-lals," which appeals strongly to his liking. They are stoutly bound and workmanlike, and big enough to enable the happy owner to work thereat with comfort. Their utility is enhanced by the addition to them of calendars and engagement diaries, and as they are arranged in varying fashions, the prospective purchaser can make choice to suit his peculiar tastes.

A distinctive and very cleverly worked out feature in the Christmas number of *The Car* was the set of advertisements for various motor car firms written in verse in imitation of the poems of Sir Walter Scott. The paper almost throughout was conceived to carry out this vein, for it opened with an appreciation of the Scott country, and then followed the rhymed advertisements, quotations from "Marmion," "The Lay of the Last Minstrel," etc., being given on left-hand pages, with the parodies, advertising cars and tyres, on the facing pages. The writer of the parodies quite caught the Scott spirit and was very successful with the metre.

The Siviter Smith Service is wholly responsible for the copy and service in connection with the advertising of the Allwin folding carriage.

The Pall Mall Gazette carried a very fine show of book advertisements in its issue of December 14th, these amounting in all to about fourteen columns. In addition there was a good show of general advertising. The energy of the new advertisement manager, Mr. H. W Morris-Pugh, is bearing good fruit.

MARTHA AND MARY

each has her favourite paper. You can only reach Daily Sketch readers through that paper. If you do not use the Daily Sketch you are neglecting them. Think it over.

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THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending November 22, 1917. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

THE DAILY NEWSPAPERS

(COLUMNS)

Date	*Times* (including supplements)		*Telegraph*		*M. Post*		*Graphic*		*Daily Mail*		*Mirror*		*Daily News and Leader*		*Express*		*Daily Sketch*	
	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.
1917																		
Oct. 23	17⅜	23½	19½	30¾	6¾	22¾	7¾	4	12¼	1¼	1¼	¼	9¾	1	1½	1	1	¼
24	23½	18¼	22½	31	8	16¾	10	4¼	12¼	1¼	1¼	¼	10	1	10¾	1	1	¼
25	27	29	13¾	24	8¼	16¾	7	3¾	20¾	1¼	1¼	¼	8	1	10¼	1	1	¼
26	52¼	15	19¾	19¼	16	10¼	6¼	5½	11¾	1¼	1¼	¼	9¼	1	10¼	1	1	¼
27	9¾	27¼	16	28¾	3¾	14¼	4¼	6¾	12¾	1¼	1¼	¼	9¼	1½	9	1½	1	¼
29	21¼	16	27¾	22½	10	13¾	10¼	3¾	20¾	1¼	1¼	¼	10¼	1	10¾	1	1	¼
30	14	18¼	20¾	32	23	23	4	4	12¼	1¼	1¼	¼	9¼	1	10¼	1	1	¼
31	16¾	17½	14¼	25¼	10	15¾	8¾	8¾	12¼	1¼	1¼	¼	9¼	1	10¼	1	1	¼
Nov. 1	27	24	8¾	28¾	6	16¾	8¾	3¼	20¾	1¼	1¼	¼	10	1	10¼	1	1	¼
2	20	12¾	24¼	24¼	11¼	10	7¼	5¾	12¾	1¼	1¼	¼	9¾	1½	10¼	1	1	¼
3	15¼	21¼	16¾	22¼	4¼	14¾	9¾	5¾	12¾	1¼	1¼	¼	9	1½	9¼	1	1	¼
5	81¼	15	25¾	28¼	10	14	11¾	4	12¾	1¼	1¼	¼	10¼	1	10¼	1	1	¼
6	15¾	18	15¾	27¼	5¾	22	8¾	3¾	12	1¼	1¼	¼	9	1	10¼	1	1	¼
7	17¼	17¼	21¾	32¼	7¾	16¼	9¾	4	12¼	1¼	1¼	¼	9¼	1	10¼	1	1	¼
8	34¼	24	19	20¼	3¼	17	8¾	3¾	12¾	1¼	1¼	¼	9¼	1	10¼	1	1	¼
9	18¾	15¾	28	10¾	15¾	8	5¼	5¼	11¾	1¼	1¼	¼	9	1½	9¼	1	1	¼
10	14¼	22	16¼	21¾	3¼	15¾	5	5¼	12¼	1¼	1¼	¼	10	1	10¼	1	1	¼
12	22	15	23¾	31¼	15	13¾	4	3¾	12	1¼	1¼	¼	10	1	10¼	1	1	¼
13	15¾	17¼	23¼	30¾	7¾	23¾	10¾	3¾	12¾	1¼	1¼	¼	9¼	1	10¼	1	1	¼
14	15	19	25¼	29¼	11¾	17	11¾	4	12¾	1¼	1¼	¼	10	1	10¼	1	1	¼
15	38¼	28¼	13¾	26	7¾	18	8¾	3¾	12¾	1¼	1¼	¼	10	1	10¼	1	1	¼
16	16¾	16¾	20¾	20¼	9¾	12¼	8¾	5¾	12¾	1¼	1¼	¼	9¼	1	10¼	1	1	¼
17	14¾	22¼	19¾	31	4¾	15	8¾	5	12¾	1¼	1¼	¼	9¼	1	10¼	1	1	¼
19	20	18¼	30¾	21¾	12	15¾	11¾	3¾	12	1¼	1¼	¼	10¼	1	10¼	1	1	¼
20	21¾	23¼	16¾	34¼	7	23¾	12¾	3¾	15	1¾	1¼	¼	10	1	8¾	1	1	¼
21	26¼	16¼	26¾	25¾	12¾	16	9¾	4	12¼	1¼	1¼	¼	9¾	1	7	1¼	1	¼
22	25¾	21¼	12¼	27¼	4¾	17¼	10	3¾	12¼	1¼	1¼	¼	9¾	1	9	2	1	¼
Total ...	641¾	533¼	536¼	725	223¾	443	241	116	358¾	40	79¾	13¾	260¾	29	250	33¾	110¾	13¾

WIDTH OF COLUMNS: *Times*, 2¼ ins.; *Telegraph*, 2¼ ins.; *Post*, 2¼ ins.; *Graphic*, 2¼ ins.; *Mail*, 2¼ ins.; *Mirror*, 2¼ ins.; *Daily News and Leader*, 2¼ ins.; *Express*, 2¼ ins.; *Chronicle*, 2⅛ ins.; *Daily Sketch*, 2¼ ins. LENGTH OF COLUMNS: *Times*, 22¼ ins.; *Telegraph*, 24¼ ins.; *Post*, 23 ins.; *Graphic*, 14¼ ins.; *Mail*, 22 ins.; *Mirror* 13¼ ins. *Daily News and Leader*, 21¼ ins.; *Express* 22 ins.; *Chronicle*, 19 ins.; *Daily Sketch*, 13¼ ins.

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THE EVENING NEWSPAPERS

(COLUMNS)

Date	Evening News		Westmins'r Gazette		Pall Mall Gazette		Globe		Star		Evening Standard	
1917.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.
Oct. 23	12	1	6½	2	12	1¾	10	1¾	8¾	1½	5½	1
24	11½	1	8	2¼	12	2¾	8¾	2	9½	1	15½	3
25	11¼	1	10¼	2	13¾	2	10¼	2½	7¾	1½	16	2½
26	10¾	1	4¼	2¾	11¾	3	7	2¼	9¼	1¾	17	1¼
27	12	1	8¾	2½	5¼	3¼	2¾	2	6¼	2¾	4½	2
29	11¼	1	8½	2	9	2¾	11¾	2	9½	1½	17¼	1½
30	12¾	¾	6½	1¾	11	2	9½	1½	8¼	1½	17½	1
31	11¾	1	7¼	2¼	10½	3	10¼	2¾	8	1½	5½	1
Nov. 1	11¾	¾	11¼	1¾	13¼	2½	7¼	2	7¾	2¼	14½	4
2	11¼	¾	7¼	2½	13¼	3	7¾	1¾	9¾	1	18	1
3	12½	¾	5½	2¼	7¾	3¼	2½	2½	5½	2¼	6	1½
5	12	¾	8½	3	12½	2½	9¾	1¾	8¾	2	17¼	1¾
6	12¾	¾	6	2	10¼	2¾	9¾	1½	7¾	1¾	17	1½
7	11½	1	5¼	2	10	3½	9¼	2¼	8	1	5½	1
8	11¾	¾	8½	2¼	11¾	3	9	2	9	1¼	16¼	1¾
9	11½	¾	8½	2½	24	2¾	6¼	2	9	1¼	5½	1
10	12½	1	7	2½	5¼	3½	2½	2½	5¾	2¼	5½	1¼
12	12¾	¾	7¾	2	12	2¼	8½	2	7¾	2	17	1½
13	12½	1	5¼	1¾	9½	2½	8½	1¾	8	2	16¾	1¼
14	13	¾	7¼	2	10¼	3½	10	1¼	9	1¾	17½	1¼
15	11¾	¾	8	2	14	2½	7¾	2¼	10	1	16½	2¼
16	11½	¾	8	2¾	12½	2¾	7	2	10	1	18	1½
17	12¾	¾	9¼	2¼	10¼	3¾	8½	3	9¾	1½	6½	1¼
19	11¾	1	8¾	3	10	2	8¼	2¾	9½	1½	17	1½
20	12½	1	6¾	2	10½	2¾	10½	2	9¼	1¼	17½	1
21	11¾	1	8½	2½	13	3¼	8¼	1½	7½	1½	15½	3
22	11¾	¾	6¾	2	14½	2¼	6	2¼	9½	1¼	17	1¼
Total	322¾	23½	203¾	60½	309¾	74¾	217½	55¾	228¾	41¾	363¾	43¼

WIDTH OF COLUMNS: *Evening Standard*, 2⅜ and 3⅜ ins.; *Westminster Gazette*, 3⅛ and 4½ ins.; *Pall Mall*, 2⅛ and 4⅜ ins.; *Globe*, 2⅜ ins.; *Star*, 2⅜ ins.; *Evening News*, 2⅜ ins.

THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Tit-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show
Oct. 25	15½	7⅜	6	6⅝	9⅙	Full
Nov. 1	15½	10⅔	6⅛	6½	9	do.
8	14	8	5¾	6⅓	12½	do.
15	15¾	7¾	6	6½	12¼	do.
22	15½	7	6½	7	12¼	do.
Total ...	76¼	41 1/12	30⅜	32	54 1/12	54⅝

THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending	Country Life	Ladies' Field	Bystander	Tatler	Land & Water	Graphic	Sphere	Field	Punch	Illus. London News	Sketch	Queen
Oct. 25	42½	22	40	36½	19¾	14	31¼	15	Full	14¾	22½	29
Nov. 1	71¾	26¾	45½	37	17¼	16	13½	17	Full	13¼	20	35
8	41½	28	49½	37½	20¼	13½	12	20	Full	16½	23½	28
15	50	23¾	48¼	39½	16	16	15½	16	Full	15¾	26	68
22	46	75	49	41	16¾	15	15	18	Full	16¼	28½	45
Total	251¾	175½	232½	191½	90½	74½	87¼	86	76	76½	120½	205

THE SUNDAY NEWSPAPERS

(COLUMNS)

Date	Observer		Sunday Times		News of the World.		Lloyd's		Dispatch		People		Reynolds's		Sunday Chronicle		Empire News	
1917.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C	D.	C.	D.	C.	D.	C.	D.	C.
Oct. 28	35¼	8	34	8⅜	11¼	3	17	10	15	⅜	16	9⅜	14¼	4⅜	9½	½	10¼	¼
Nov. 4	43¾	8	32½	9	11½	3	16½	11	14½	¾	18¼	10½	13½	5	9½	½	10½	¼
11	44¼	7⅜	34½	9	11½	3	17⅜	9¼	14½	1⅜	16¼	9½	13½	5	18⅜	¼	18½	–
18	35	8	35¼	9	11⅜	2¾	16¾	10¾	15	½	17	8½	13½	5	9¾	¼	10¼	–
Total	158¼	31⅜	136¼	35¾	46	11⅜	68	41	59	3⅜	67¾	38¼	54⅜	19¾	47½	1½	49⅛	½

WIDTH OF COLUMNS: *Observer*, 2⅜ ins.; *Sunday Times*, 2⅛ ins.; *News of the World*, 2⅜ ins.; *Lloyd's*, 2 & 2¼ ins.; *People*, 2 ins.; *Reynolds's*, 2⅜ ins. LENGTH OF COLUMNS: *Observer*, 21⅛ ins.; *Sunday Times*, 22 ins.; *News of the World*, 22⅛ ins.; *Lloyd's*, 19⅛ ins.; *Dispatch* 22 ins.; *People*, 18 ins. *Reynolds's* 24⅜ ins.

THE POPULAR MONTHLIES—NOVEMBER

(DISPLAY AND CLASSIFIED—PAGES)

Strand	Cassell's	Quiver	New Mag.	Review of Reviews	Nash's	Woman at Home	Pearson's	Windsor
69	40¼	34½	28¾	14½	22½	30½	31¾	37¾

Connoisseur	Wide World	World's Work	English Review	Royal	Grand	Novel Mag.	London	Captain
47½	26¾	24⅝	18	22½	21¼	14¼	48¾	12

Special Note—Insets are not included.

PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date 1917		Bristol Times and Mirror			Glasgow Herald			Sheff'ld Daily Telegraph			L'pool Post and Mercury		
		National Display	Local Display	Smalls*	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
Oct.	23	4	3½	9¾	11½	14¼	12	7	6	7	4¾	8¾	8
	24	5¾	5¼	9	4¾	28	19	7½	4½	4½	6¼	8½	7½
	25	2¼	3½	9¾	6¼	14½	13½	5½	4	6¼	3	8½	6½
	26	3	4¼	8½	3	18½	14½	2	4¾	5¼	2½	8½	12
	27	6	17½	25¾	3½	13	12	4	12¾	18¾	1	12	6
	29	4¾	5	9½	3¾	23	22	6½	5	5	¾	13	9
	30	3¾	3¾	9½	4¾	12½	9½	4¼	6	6¼	4	8½	9
	31	4	3	9½	3½	22	21	6¼	5	4¼	5	8½	8
Nov.	1	2¾	3¾	9½	5¼	11	11	7	4	6	3¾	10	6
	2	2¼	3¾	8¼	3	18½	13½	3¼	4¾	4½	2½	11	10½
	3	4½	14	23¼	2¾	12¾	11	5	14½	19	3	9½	6½
	5	2¾	4¼	9½	3	25½	21½	5¼	4¾	5	3½	14	6
	6	3¾	3¼	9½	3½	11½	10½	6¼	6	5¾	4	7½	10
	7	4¼	3½	8¾	4¼	22	20	5½	4½	5½	5¾	8¾	6½
	8	2¼	4¼	9¼	7	11¾	11	6	3¾	6¾	2	6	5
	9	5½	5¼	8¾	3¾	17¾	16	4	3	6	4	6½	9½
	10	5¾	16½	24¼	2½	12½	11	4	12	20	1	7	6
	12	1½	4	9	10¾	21¾	20	7	4	5½	4½	9½	8
	13	2¾	4	9½	3½	13	13	6	6	6½	4¾	6½	6½
	14	3¼	5	9	2¾	22¾	22	8½	4½	5	10	7½	8
	15	5¾	4½	9½	6½	12	11	5¼	5¼	6	6¾	7	6
	16	1¾	4	9	3½	20¼	17	7	5	5	6	10½	10½
	17	8¾	15¾	22½	2¾	18	14½	5	14	20½	5	7½	7
	19	1¾	3½	10¼	4½	24	22¾	4	6	4½	3	11½	6½
	20	4¾	3¼	9¼	3¼	13	12½	6¼	12¼	9	7	6½	8¼
	21	3½	2½	10¼	4	20	20¼	7	4¾	4½	6	10	6½
	22	4¼	4	10¼	7½	10½	8	7¾	5¼	6	3½	6½	5¼
Total	...	105¼	155	311¼	124½	463¾	409¾	153½	171¾	208½	113¼	239½	204½

* Including Auctions. Size of Columns: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins., width, 2½ ins. *Sheffield Daily Telegraph*, front page, 21 ins.: inside, length, 23 ins width, 2⅜ ins. *Liverpool Daily Post*, length, 24 ins., width, 2¼ ins.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

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PROVINCIAL NEWSPAPERS—(Halfpenny)

(COLUMNS)

Date	*Liverpool Echo*			*Northern Echo, Darlington*			*Sheffield Independent*			*North Eastern Daily Gazette*			*Daily Dispatch*			*Irish Independent*			*Northern Daily Telegraph*			*Yorkshire Telegraph and Star*		
1917.	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
Oct. 23	9½	4¾	16½	6¾	7½	5½	10	10½	5¾	8⅛	5½	8	8¾	3½	3½	4	4¾	5	17½	7	4½	5	3	5¼
24	8½	6	17¼	4½	2½	4	2½	4¼	3¼	7	6½	8	8¾	2⅝	3¾	9¼	11½	4½	½	6½	3¼	10	2⅓	4½
25	4	8¾	13¾	6	9	4½	13	7¼	4	6	7	8	9¼	2	4½	6½	10¼	4¼	1¾	6	2½	5	3½	4½
26	7¼	9¾	14½	4¾	6½	5	3½	14⅝	3½	6½	8½	8	8½	2¼	3½	6	11	4⅜	12½	12½	4½	10	4½	5¼
27	1½	1¼	8½	1½	12½	7	2¼	19½	10¼	2½	4½	8	5½	3½	6¼	6	18	4½	½	5¾	3¾	1	7	5¼
29	4¼	6	15¼	6	6½	5¾	½	5¼	3⅜	6¼	7	8½	8¾	2¼	3½	5½	12	4¼	½	4⅜	3½	6	2½	4½
30	5¼	7½	15½	2½	4½	4¾	9½	13¾	4¾	7	4	8	9¾	2¾	2½	2¼	5¼	4½	13½	9½	4	5¼	3½	4¾
31	5¾	4½	17½	4¾	11½	5½	4¼	4¾	3½	5	7½	8	10¼	2⅜	2½	8½	9	4	2	4⅜	3¼	7	2¾	3¼
Nov. 1	5¼	8	14¾	7½	7¾	5¼	1½	6¾	4¼	4	10	8	9¾	1⅝	3¼	5½	12	3½	2½	4¼	2¾	3¾	3¼	5
2	5¾	15½	14¾	5¾	7¼	6¼	8¼	16½	4	7	12	8	10¼	2¼	3	3½	4½	3¾	8½	16½	4	8½	3¾	5¼
3	2½	1½	8	1	10¼	7½	¾	18¾	10¾	4	3½	8	8¼	3¼	4	3½	21½	3½	1¾	6¼	2	2¼	6¼	6½
5	5	5	15½	6	7	7½	3	4¾	3¼	7½	6½	9	8¼	2¾	3	3¼	13¼	4½	¾	5½	4	5	3	5¼
6	5	3¼	17¾	4¼	2½	5½	9¾	7¾	4½	8½	5½	8	10¼	2½	2¼	3½	4¾	4¾	11½	8½	5	9¼	2½	5¼
7	4⅜	3¾	17½	7	4½	6¼	4	3	3½	2½	6½	8	10½	2¼	1⅝	13	12	4½	11½	6½	3⅜	7	1½	4½
8	6¼	4¼	14¼	7¼	6½	6½	4	5¼	4¼	6	8	8	11¼	2⅜	2¼	2	6⅜	3¾	1¼	5	3½	5½	2¾	5¼
9	6¼	9½	14½	3¾	3½	5	8½	12	4	6½	8	8	10½	2½	2½	4½	4½	4	8½	11¼	4½	9	5½	5¼
10	1¼	1⅜	8¾	2½	5	7½	2¼	24⅜	11	2	4	8	6½	2⅜	5¼	5¼	20½	2⅜	½	6¼	3	2¼	6¼	6
12	2¾	7¼	15½	3¾	8¼	7¼	3	5¼	3¾	4½	5½	8	10	2¾	2¼	3¼	11	4	½	5½	3½	6¼	2	5
13	7⅜	2¾	16¼	6¼	6	6	9½	9¾	5	7	8	8	10½	2	3	2¼	6¼	4	14¼	9¾	4¼	9	2½	5¾
14	6¼	4	17¾	2¼	5	4½	6	3	3⅜	3	6¼	8	11	2¾	2	12	11¼	4½	¾	5¾	4	7½	2	4
15	10½	6½	15½	10	4¼	6¼	6	2¼	3¾	7½	6½	8	11¼	2¾	2	6½	9½	4½	2	4½	3½	5¼	3	4¾
16	5¼	8¼	14¾	9	7	4½	12¼	10½	3½	5	11	8	10¼	3	1¾	5	4¾	3¼	9⅜	10¼	4⅜	8½	4½	4¾
17	3	1¾	8⅜	¾	5½	6	3¼	19	11⅜	3½	5	8	5¼	3	5	8	17	4½	2¼	6	2¼	5	4½	7½
19	4½	4½	14¾	7	6½	5¾	2⅜	4½	4	2½	7½	8	9	3½	2¼	4½	12	4	½	5½	4	5¾	2¼	5½
20	7½	4⅜	15¼	9¾	3½	6	11¼	8½	5½	8½	7½	8	9½	3	2⅜	8¼	5	3½	10	9½	3¾	8¾	3½	5
21	11¾	3¼	17	2¼	2¼	5½	7¼	2⅔	4	4	6	8	10¼	3	2	1½	7½	3½	12½	5¾	3¾	5	4	4¾
22	7⅜	6½	14½	7¼	7¾	4½	4¼	3½	4½	7	5	8	9½	2⅜	2½	4	13	4¼	¾	5	3	5½	3	4⅜
Total...	154¾	150	394½	140	170¾	155½	153¼	248¼	137½	149½	183	217⅛	251½	72¼	82½	147¼	278½	110¼	148⅜	193⅜	98½	168	94½	137½

SIZES OF COL MNS.—*Northern Echo*, length 22½ ins., width 2 1/16 ins. *Sheffield Indebendent*, length 23 ins., width 2⅛ ins. *North Eastern Daily Gazette*, length 24 ins., width 2⅛ ins. *Daily Dispatch*, length 23 ins., width 2¼ ins. *Irish Independent*, length 22 ins., width 2¼ ins. *Northern Daily Telegraph*, front page, length 21 ins.; inside, length 22½ ins., width 2⅛ ins. *Yorkshire Telegraph and Star*, length front page, 21 ins., inside 23 ins., width 2⅛ ins.

Printed by W. H. SMITH & SON, THE ARDEN PRESS, Stamford Street, London, S.E., and published by the Proprietors, A. W. LIMITED, at Sardinia House, Kingsway, W.C.

THE BRITISH MARKET

A Guide and Directory for Overseas Advertisers

THE ADVERTISING WORLD

We shall be pleased to answer any queries addressed to us by American correspondents, and to furnish them with any exact information required. Detailed reports of the market conditions affecting particular commodities will be furnished to responsible enquirers. Replies of general interest will be published in this Supplement, others will be forwarded through the mail. Communications should be addressed to (Transatlantic) Information Bureau, THE ADVERTISING WORLD, *Sardinia House, Kingsway, London, W.C.*

Advertisements in this Supplement are censored by us; and statements made in them may therefore be accepted without reservation.

Telephone: 2269 Holborn. Telegrams and Cables: "Adverwarld, London."

THE MARKET FOR LUXURIES.

NOTHING has been more remarkable during the pregnant years of war-time than the vast extension of the market in Great Britain for what are usually regarded as luxuries.

The masses have been freely purchasing a class and quality of articles that in pre-war days were only bought by the few. If those who were included among the comparatively well-to-do have been denying themselves many luxuries since war came upon us, the trade represented by them has been very much more than made up by the demand that has arisen from those who in the past had to devote their entire incomes to the purchase of bare necessities.

How this has come to pass is easily understood.

All available hand labour, skilled and unskilled, has been in constant demand at high rates of wages. A greater number of members of individual households have become wage-earners. Separation allowances often representing a far greater amount than

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was ever contributed by the absent husband, father or son towards household expenses have been paid to soldiers' dependents. The very great increase in the family income thus secured has much more than counterbalanced the increase in the cost of common necessaries.

Consequently, a host of those whose financial resources were wont to be strained to the utmost in the provision of a mere subsistence have found themselves, for the first time, in possession, week by week, of a substantial margin of money to spend upon increased ease and comfort in the home, or, as inclination directed, upon casual self-gratification.

Naturally they spent, and are spending, freely. They never learnt the wisdom of thrift in the old days, for they had not the wherewithal necessary for its exercise.

These are the folk who have provided a new market of immense value for numberless " luxury " advertisers, many of whom for lack of it must for a time have suspended operations.

In becoming purchasers of luxuries that used to be beyond their reach the mass of hand-workers, male and female, have developed new habits, desirable and undesirable, and with them wants and needs that in days to come will imperiously demand satisfaction.

This will prove to be a factor of no mean importance when the industrial situation is resettled after the war.

Those luxury advertisers who have come to depend upon the greatly extended constituency which war-time conditions have opened to them may, we think, count upon a continuance of its purchasing capacity for at least a considerable period after the war.

It will be a long time before hand-labour in our principal industries—by which all others are governed—can be forthcoming in greater volume than is called for by the colossal work of reconstruction at home and abroad.

Labour will be in a position to claim a greater proportion of the rewards of industry than it before received; and will undoubtedly be in the temper to do so. Nor do we believe that in any responsible quarter there will be a disposition to deal other than generously with its demands.

Therefore, the hand-labouring classes may be regarded as an established luxury-consuming community, and may with profit be appealed to as such.

Five-hundred-guinea fur coats and fifteen-hundred-guinea motor cars will continue to be beyond their means, but for high-grade musical instruments, mechanical and otherwise, for good-class jewellery, clocks and watches, for the best makes of fountain pens, for " quality " food preparations and articles of clothing, and for the most efficient items of household equipment, etc., they will remain, as they have become, ready purchasers.

The " quality " advertiser in this market, American or British, will thus be able to build his business on a broader, and therefore more secure, basis in the future than he could do formerly.

He will also have to plan his selling campaign, including both the distribution and advertising of his commodity, quite differently from the campaigns of the past.

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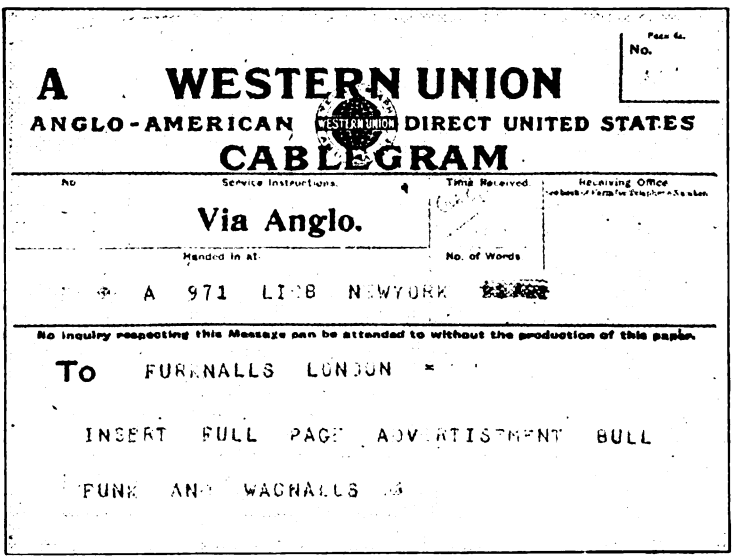
$\frac{1}{8}$-page in "JOHN BULL" ——and the result.

In the October 13th issue of "John Bull," the Funk & Wagnalls Company inserted a one-eighth page advertisement.

A statement of the orders obtained was sent to the New York office of the firm, as is the usual practice in connection with their British advertising.

So much beyond expectations was the business secured from this small advertisement that immediately on receipt of the statement, the New York office sent the cable below to the London branch.



A WESTERN UNION

ANGLO-AMERICAN DIRECT UNITED STATES

CABLEGRAM

No. | Service Instructions | Time Received | Receiving Office

Via Anglo.

Handed in at | No. of Words

A 971 LI B NEWYORK

No inquiry respecting this Message can be attended to without the production of this paper.

To FUNKNALLS LONDON

INSERT FULL PAGE ADVERTISEMENT BULL

FUNK AND WAGNALLS

This incident is clear proof of the value to advertisers of the "John Bull" Advertisement Guarantee, for this was the first time this advertisement appeared in our pages. Our guarantee gives readers confidence in each and every advertisement, and this is reflected in the results secured.

ADVT. RATE £250 PER PAGE ❖ £90 PER SOLUS COLUMN

(In force from February 2nd, 1918)

PHILIP EMANUEL
Advertisement Manager
ODHAMS, LIMITED
85-94 LONG ACRE
LONDON, W.C.2.
Telephone No.: Gerrard 9870 (seven lines).

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It will have to be of much wider scope; but it cannot economically be made absolutely general. Purchasing power will be more evenly distributed than before the great upheaval, but it will still present local, industrial and other inequalities. These must be studied and understood before the advertiser can be assured that he is in a position to conduct a campaign so as to obtain anything like a best possible return for his expenditure.

Fortunately he will have no difficulty in obtaining well-informed advice and assistance from advertising men who are studying this market from day to day, if he takes the trouble to seek it.

THE NEED FOR EDUCATIONAL ADVERTISING

Why it pays the American advertiser to start a campaign in the British market at the beginning, and not in the middle.—Some observations by Mr. F. W. Libby, chairman and managing director of Willys-Overland Ltd., and European representative of Willys-Overland Inc. U.S.A.

"I THINK that most American advertisers who make a whole-hearted attempt to establish themselves in the British market get what they want in the end," said Mr. Libby. "That is," he added, "if the proposition is sound. Any endeavour to foist upon the British consumer an inferior article or to give him less than fair value for money is foredoomed to failure. It is not too easy to build goodwill in the British market, though when built it will stand secure. It is a fatally simple matter to create badwill, and almost impossible to get over it once it has arisen.

"British conservatism operates here very powerfully to the ultimate benefit of the honest trader and to the confusion of the sharper.

"If the American advertiser with a thoroughly solid proposition seldom fails in the British market—unless he allows himself to be intimidated by an initial reverse or two—it is none the less true that he often pays for his footing in it an excessively high price. And this is almost wholly because he does not commence his campaign at the beginning.

"Let me explain. By dint of close study of consumer requirements in the U.S.A., and of accumulated knowledge of 'distribution' facilities; and by long-continued and carefully-planned advertising the American manufacturer has, we will say, made some speciality bearing his mark, known and respected everywhere in his home market.

"He has to go on advertising with energy to maintain what he has won against keen competition, to increase his trade, if possible, and to make a due impression upon the minds of ever-rising generations of new consumers. But he has long since passed the period when he had to present letters of credence before he could secure a hearing.

"He needs no introduction. His commodity is everywhere known as representing a high standard of quality and value. The claims made for it have been tested throughout his field of action and have come to be accepted by everyone. Every day it receives a mass of that word-of-mouth recommendation among consumers themselves which forms the most effective element in an established goodwill.

"In these circumstances his advertising has naturally grown to be mainly of the 'reminder' variety. It may be bright, lively and suggestive; but there is no need for it to be introductory, explanatory or apologetic. What is

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the use of introducing oneself anew to old acquaintances; of explaining to those already well informed; or to 'show cause' to folk already convinced?

"For a long period, it may be, the American advertiser of high-standing in his own market has found that advertising by means of apt and pleasant suggestion and lively 'reminder' has so thoroughly fulfilled for him all the offices of commercial publicity that if he does not forget the solid 'reason-why' advertisements of his earliest days he undervalues them. He is liable to imagine that the greater volume of business he is now doing than in those old times is largely owing to an improvement in his advertising methods, and to depreciate the plain descriptions, explanations and arguments that in his first announcements laid the foundations from which all his later successes have arisen.

Differences in Taste.

"Therefore when introducing his commodity to the British market he very often begins by using advertising matter similar to that which he is using in the U.S.A. after ten or twenty years' establishment. He is astounded to find it ineffective, but he ought not to be at all surprised. Once more he is appealing to a public which knows nothing of himself or his commodity, and which will care less until good reason for its interest is forthcoming. It is not of the slightest use to remind people of something altogether unfamiliar, which is probably bound to rouse a certain antagonism by its very strangeness.

"When a new speciality is to be introduced, or a new market is to be entered, nothing but educational advertising will suffice. Not only will there be a demand for exact description and explanation of the article or service offered, so that its claims to mere attention and possible trial may be weighed, but there will inevitably be certain prejudices against it to be overcome both among consumers and in 'the trade.'

"To give all possible information and to anticipate every conceivable objection should be the chief, almost the only, object of the preliminary advertising; and such educational announcements should continue to form an important feature of following campaigns until it is absolutely certain that at all events only an odd person here and there can be ignorant of the precise nature of the advertiser's offer or disposed to regard it unfavourably.

"Even when the commodity in question has become an institution in the market, a short educational campaign at not too infrequent intervals will prove profitable. The consumer is every day assailed by a host of new suggestions, and the impression once made must be kept sharp and distinct.

"Sometimes the advertiser in a strange market will be brought face to face with the unexpected fact that one or other of his chief recommendations is operating to his detriment.

"Our own experience may illustrate this. We offer a car for which we claim a very high degree of all-round efficiency at a remarkably low price. In every possible way we showed our readiness to submit our claims to the most searching tests, and we were also able to offer incontestable evidence in their support. On the face of it, therefore, our offer seemed to be extraordinarily attractive. Yet it was not received quite with the warmth of welcome we felt justified in anticipating.

"Some little time elapsed before we fully realised that this was owing to a general feeling that our proposition was, in brief, 'too good to be true'—that, indeed, had we not been able to claim so much for our car or had demanded a larger price for it we should have met with a better reception.

The Reason Why.

"We had not been careful to explain *why* we were able to offer what seemed to many impossible value; to describe the magnitude of our manufacturing activities; our facilities in purchasing material in huge quantities; the extent and variety of our labour-saving plant and organisation contrivances; the economies represented by standardisation of the most comprehensive character and by sacrificing all 'finish' in hidden parts that did not add to actual efficiency. Had we done so not only could we have told a most interesting

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WHAT AMERICAN ADVERTISERS SAY ABOUT THE ERWOOD AGENCY.

STILL ANOTHER LETTER.

The series of letters which are being published month after month from American Firms whose advertising appropriations represent no mean figure, praising the Erwood Agency, should interest all advertisers seeking High-Class, Result-Pulling, and Novel Advertising Service.

INTERNATIONAL LABORATORIES, INC.
BINGHAMTON, N.Y.
(*Sole Agents for "PARMINT."*)

August 27th, 1917.

Messrs. ERWOODS ADVERTISING AGENCY,
30, Fleet Street, London, E.C., England.

Gentlemen,—By referring to your books you will see that it is just 8 years ago the first of this month that we engaged you to place our first Advertising in England and her Colonies.

At that time we were unfamiliar with Advertising conditions in England, and we were therefore particularly anxious to obtain the Services of an Agency that could not only prepare copy which would appeal forcibly to the English Public, but one that also thoroughly understood merchandising conditions.

After a most careful investigation the Advertising was placed in your hands, and the wisdom of our choice is shown in the 8 years of profitable business we have had under the careful and conservative Advertising Campaigns that you have conducted for us.

Your knowledge of the value of the different publications has kept us from having to conduct costly experiments, and the Copy you have prepared for us from time to time has been exceptionally profitable—your Artists have shown striking originality in producing attractive illustrations.

At the end of 8 years' satisfactory service we feel that you are entitled to an expression of our opinion, and in congratulating you on the successful handling of our account, we want to take this opportunity to wish you continued success and prosperity for many many years to come.

Faithfully yours,
INTERNATIONAL LABORATORIES, INC.
(Signed) R. A. Sweet, Advtg. Mgr.

If you want advice on British, Foreign or Colonial Advertising, consult Mr. V. J. Reveley, the Managing Director.

W. L. ERWOOD, LIMITED, *ESTD. 1890.*

International Advertising Specialists and Commerce Promoters

30, 31 & 32, FLEET STREET, LONDON, ENGLAND

Telephone: Holborn 1193. Telegrams and Cablegrams: "Banding, Fleet, London."

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story that would have ensured a reading for our announcements; but we could at once have made it clear that we were really in a position to make good what were regarded as the most extravagant of our claims.

"We have learned our lesson and mean to profit by it. I do not in the least mind adding that we might have learned it at less cost had we been less mindful of the great reputation of the 'Overland' in America when we introduced it to Great Britain.

Due Credentials.

"What happened in our own case is even more likely to happen with the majority of American specialities that could be introduced into the British market successfully. In being more or less different from anything of a roughly similar kind already on sale in that market they will possess the advantage of a distinctive individuality if presented with proper credentials and due explanations. The individuality that should be their strength will, however, become their weakness unless the peculiarities it connotes are demonstrated to be of a desirable character. They will not be accepted as such without explanation; but will assuredly be viewed with the distrust and veiled hostility always induced by the unknown.

"Argument, suggestion and persuasion are potent forces in advertising, but to provide them with a favourable medium in which to work straightforward and full description and explanation, 'reason why' exposition that will satisfy the most curious and prevent the most critical is vitally necessary.

"The advertiser with a respectable commodity behind him will have no difficulty in providing the kind of matter that is wanted; the advertiser whose proposition will not bear looking into may be warned that the British market is hardly likely to prove a happy hunting ground for him.

"There is one other observation I should like to make.

"The British manufacturer has often been taken to task, not without reason it may be, for the lack of imagination and adaptability that has prevented him meeting the requirements of consumers in foreign markets. It is not so generally realised that this kind of conservatism, this self-centred obstinacy if you like to call it so, is equally characteristic of most American manufacturers.

"Like their British contemporaries they have been far too ready to assume, and to act upon the assumption, that what was good enough for their home customers ought to be good enough for everybody else; and to treat any request for something different as too unreasonable to be seriously considered.

"They failed to take into account the very simple fact—which, by the way, probably governed all their own purchases—that the buyer does not necessarily want the best thing of its kind. He wants what he wants, and that is all there is to it. And, when you come to think of it, after all he should be the person best acquainted with his needs.

"It is largely because they take such infinite pains to find out exactly what foreign consumers want and to provide the precise article desired that German manufacturers and merchants succeeded in establishing themselves so firmly in many of the world's most important markets.

"The remaining cause of their success was that they were just as ready to modify their trading methods to suit foreign customers as they were to adapt their goods.

Study the Market.

"So I say to American manufacturers who are considering a campaign in the British market that they should make it their first business to discover whether the goods that they are selling in "the States" possess the qualities best calculated to recommend them to the inhabitants of Great Britain. In all probability they will discover that some small modifications made by way of concession to British peculiarities of taste and judgment—it does not matter whether they are unreasoned prejudices or otherwise—will greatly increase the saleability of their products.

"There are so many superficial

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resemblances between the American and British markets that the many points wherein they differ the one from the other are often overlooked.

"It is a very dangerous mistake to ignore them or to minimise their importance, more especially as many of them depend upon irremovable geographical conditions and very deep-rooted social habits. These are not things to be overriden just because a far-distant manufacturer chooses to have a contempt for them.

"I may say that I have found very little prejudice against American commodities as such in Great Britain; and what little has existed will no doubt die out in the cordiality of the *entente* established betwen the two countries in their common effort to conserve the most precious heritages of civilisation in the face of scientifically equipped barbarism.

"What distrust of American goods exists is owing sometimes to their lack of the characteristically high finish of similar British commodities. It is not understood that this lack of finish does not usually connote any loss of efficiency, but merely a determination to eliminate all non-essentials so that a thoroughly reliable article may be produced at the very lowest possible selling price.

"Educational advertising would clear up this little misunderstanding, as so many others. If it is not forthcoming the assumption will be that what is not explained cannot be explained for reasons injurious to the consumer; and the case against the advertiser will go by default."

THE EUROPEAN MARKET AND YOUR REPRESENTATIVES

From a conversation with Mr. John C. Curtiss, one of the most successful of America's Commercial Ambassadors abroad.

"DURING THE whole of the war period," said Mr. Curtiss, "I have been in the British Isles, except for a short period spent in France, and it has been a great part of my business to study British market conditions from my own point of view, which is that of an American business man.

"The result of my investigations is that I am convinced that American manufacturers and merchants will have a great opportunity for extending their operations in Great Britain, and thence to the European continent, such as never presented itself before, and in all probability never will be forthcoming again.

"Even apart from the volume of trade formerly in the hands of Germany and Austria-Hungary—a large part of which could be diverted without serious difficulty into American channels—the demand for almost all kinds of commodities bids fair immediately after the war to be much greater than British and European manufacturers can for a long time supply.

"The essential preliminary to success is that the market should be entered with a proper knowledge and regard for its peculiarities. British traders and consumers alike possess susceptibilities which ignorant or tactless Americans may, and do, easily shock. These may or may not be unreasonable; they are none the less extremely important factors in the commercial situation.

"It may be taken for granted that the British people will continue to do business in the way that suits the national temperament whatever outsiders may think of their methods.

"The average Britisher is not to be hustled. He is in the habit of conducting his business affairs with a certain deliberation. That more haste means less speed is one of his favourite axioms, and it can hardly be denied that what he sometimes loses by being slow he often more than makes up by being sure.

Continued on page XI

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The PO

"The Big Three" Pull

The BIG THREE :

The Northern Echo
The Sheffield Independent.
The Birmingham Gazette.

THE Pulling Power of the Big Three is colossal. They are the dominant morning papers for their respective areas, and these areas are the three busiest in all England at the present time. If prosperity is reckoned by money earned, then they are also the three most prosperous areas. The earning capacity is equalled by the spending capacity. It behoves all who cater for the public generally to establish their position in these Hives of Industry NOW. This can be done by concentrated effort, one of the strongest aids being an intensive Press campaign through the Big Three.

THEY CONCENTRATE!

London Office :
17,
BOUVERIE
STREET
E.C.4.
'phone 5107 City.

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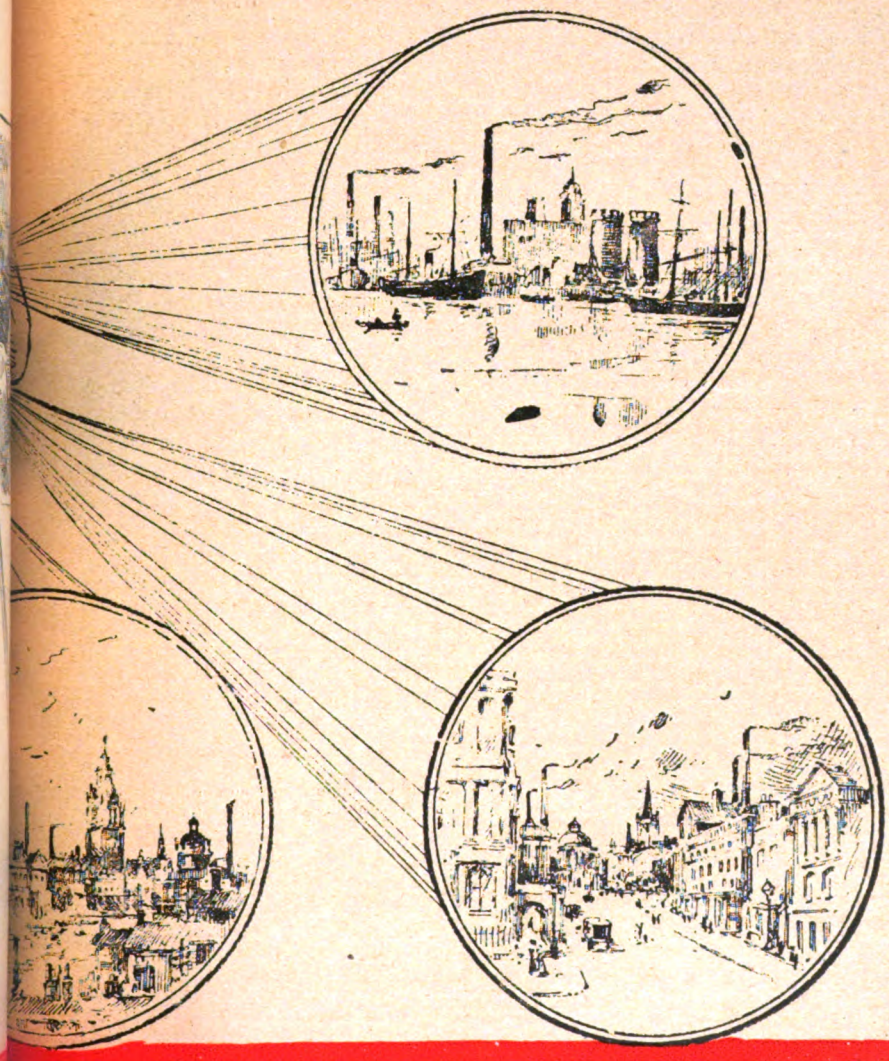
ER TO PULL

The BUSY THREE :

The North-East Coast.
Sheffield and 30 miles radius.
Birmingham & the Black Country



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"In general, the breezy, insistent, 'do-it-now' salesman of America will meet with very small success abroad. His manners, or what will be regarded as his lack of manners, will give offence, and bring discredit both upon the house he is representing and his proposition.

"A certain courtesy and politeness that many 'live' American business men would regard as absurdly formal and stilted is the common small change of commercial as well as social intercourse in Great Britain, and, by the way, even more emphatically in France.

"The cocksure know-it-all type of traveller who enters an office with his hat tilted back over his ears, a long cigar in his mouth, and who perches himself airily on the corner of his prospective customer's desk while trying to club him with strong speech into a compliant mood should be confined for life to the Far West, for assuredly he will be appreciated nowhere else.

"Untold damage has been done to American commercial interests abroad by placing them in the hands of representatives who, though they may be crack salesmen at home, lack the ability to adapt themselves and their manners to a foreign atmosphere.

"The type of representative which an American house should send across the Atlantic must, before all things, be what is usually termed 'a gentleman' —which is something very much more than being merely gentlemanly.

"He must possess tact, unfailing good-humour, and an infinity of patience as well as tenacity and enthusiasm. The prestige that he can contrive to attach to his own personality will be the measure of the esteem in which the house he represents is held. The house which is represented by a 'bounder' will labour under disadvantages in its European operations which the greatest merits in its commodities will hardly be able to overcome.

"It is highly important, too, that correspondence with customers in Great Britain and on the European continent should be conducted with a strict regard to the courtesies. Every communication, however unimportant, should be promptly acknowledged; and the tone of a reply to a request for information should suggest a readiness to assist the enquirer beyond the immediate requirements of the moment.

"The motto, I think, of the oldest British public school is, 'Manners makyth man.' It provides the touchstone by which Britishers usually test the characters of those with whom they deal.

"If we Americans would more carefully bear this in mind, we should make fewer expensive mistakes when endeavouring to open up business connections on this side."

TRADE AFTER THE WAR

By JOHN C. CURTISS

Germany has forfeited her birthright, and it is not likely the Western Allies will be so foolish as to hand it back. Before the war German-made goods were eagerly purchased the world over. German traders stole our brains and our business by ingenious financial methods. Their young men were apprenticed in the factories of their competitors. Their agents operated skilfully in the foreign markets, the German houses were ever ready to meet local conditions and special requirements of foreign trade.

Their travellers set out with empty trunks, and shipped home samples of desired articles, ticketed with selling prices. In due time close imitations of such goods, with a cut-throat price, invaded the markets, and British and American competition was torpedoed.

"Take it or leave it" has been the slogan of the English-speaking manufacturers. The Germans not only made

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THE

ONE

PRE-EMINENT

PENNY

SUNDAY NEWSPAPER

IN

The QUALITY of its NEWS SERVICE
The QUALITY of its FINANCIAL REVIEW
The QUALITY of its SPECIAL ARTICLES

and

SOUND & FEARLESS EDITORIALS

IS THE

Sunday Times

Add it to your list if you want the best results. The rates are extremely moderate, and space very limited.

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the goods wanted, but delivered them at less cost and granted long and favourable credits.

Germany made herself the strong man of Europe through her export trade, and thus was able to build up the mighty military machine which has shaken the equilibrium of mankind to the very core.

Look at the facts as they were the year before the war. (I include Austrian and German trade as one.) They specialised in: Cutlery, clothing, iron and steel, machinery, hollow-ware, chemicals and dyes, woollens, gloves, hosiery, boots and shoes, linens, paper, furniture, pottery, appliances, tools, electrical goods, toys, musical instruments, surgical instruments, glassware, and china.

Where did Germany ship these goods to?

Germany exported cutlery to the tune of £1,826,000 to the United Kingdom, the United States, Russia, Argentina, Brazil, Canada, Italy, India, and Mexico.

Germany exported iron and steel amounting to £3,227,300 to the United Kingdom, Roumania, Switzerland, Denmark, Australia, New Zealand, Portugal, Norway, Brazil, Japan, and Argentina.

Germany exported enamelled hollow-ware amounting to £1,900,600 to the United Kingdom, Australia, South Africa, Straits Settlements, Russia, Italy, France, the United States, Brazil, Argentina, and generally throughout British possessions.

Germany exported woollens and worsted piece goods amounting to £16,269,600 to Great Britain, Turkey, Roumania, India, South America, the United States, Japan, China, and Egypt.

Germany exported cotton hosiery amounting to £3,341,000 to Great Britain, the United States, Argentina, France, Russia, Canada, Australia, Turkey, Brazil, and Chili.

The list is too long to continue here, but facing it is the fact that the markets are now mostly enemies of the Central

THE GRAPHIC

GREAT BRITAIN'S PREMIER ILLUSTRATED WEEKLY

All advertisers of note have taken space for years.

Tell your story intelligently to an intelligent public—the readers of "The Graphic."

RATE $340 PER PAGE

GEORGE SPARKES
Director of Advertising
Tallis House, Tallis St., London, E.C.4

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JOHN HADDON & CO.

INTERNATIONAL ADVERTISING

Established in the City of London, 1814

SALISBURY SQUARE, LONDON, E.C.4

And at *CAPETOWN, SYDNEY, BUENOS AIRES*

THE LINK
of good
SERVICE
for American
or British
MANUFACTURER

The U.S. and US.

¶ In the United States there are 100,000,000 people who speak English, have English tastes and ideas, and (in many trades) have a distinct feeling that the English product is the leader. They have money. At least one family in every six owns a Motor Car. They are accustomed to pay good prices for what they want, and are always ready to try a good thing—much readier than the public in this country. Whether they go on buying is a question of quality—of which they are keen critics.

¶ *There is a market for you* in the United States, if you know how to enter it: there will be a bigger market still after the War and the time to get ready for it is *now*.

¶ Our organisation and practical experience of marketing and advertising branded products is of the most practical character, and is at the disposal of our clients.

¶ We can refer to many of the largest American and British manufacturers, for whom we acted for a great number of years—and the list is steadily increasing.

J. ROLAND KAY CO.

INTERNATIONAL ADVERTISING

CONWAY BUILDING, CHICAGO, U.S.A.

Directors:
J. ROLAND KAY
WALTER HADDON
H. EVAN SMITH

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Powers and are open to the invasion of British and American goods. Great Britain's imports from Germany in 1912 were as follows :

Cotton piece goods	£1,495,522
Cotton gloves	538,949
Cotton hosiery	1,575,257
Cotton lace	1,004,537
Cotton ribbons and trimmings ..	667,385
Electrical goods	812,224
Electrical machines..	765,055
Sewing machines	117,737
Other machinery	1,449,205
Iron and steel manufactures ..	5,888,857
Silk manufactures	2,017,305
Woollen manufactures	1,813,458
Toys and games	1,084,781
Hardware	910,740
Dyes	1,668,284

Germany has lost a great volume of her trade in antagonising Great Britain alone, and this she will not get back in a hurry. British and American manufacturers and merchants ought between them to be able to secure the bulk of this trade. The lion's share will go to those who go after it soonest and are most careful to supply what the purchaser wants and not merely what the producer considers good for him.

There will undoubtedly be a keener commercial rivalry between Great Britain and the United States after the war than ever before; but I do not think that it is likely to cause any undesirable friction. One of the few wholly satisfactory results of the great upheaval occasioned by the war has been a better understanding of each other by the British and American peoples, which has naturally led to an increase of respect and liking on both sides.

The golden bonds that are now being forged between them will be too strong for any commercial rivalry, however intense, to loosen. They will compete with each other in every market of the world, but they can trust each other to play the game fairly, and that is what counts most.

THE ONLY BOOK ABOUT POSTER ADVERTISING

is published by the oldest house in the Billposting business, pioneers of every Poster reform in the last 75 years. Mr. Cyril Sheldon's

"BILLPOSTING"

(10/6 net)

It contains **everything** that a poster advertiser needs to know, including costs in minutest detail.

Post Free 11/-

To Messrs. SHELDONS, Ltd.,
85-87 Cookridge Street, Leeds

I/We enclose 11s. Please send Post Free Mr. Sheldon's book, "Billposting," on the understanding that you will refund price and postage if the book is returned within 18 days.

Sheldons Ltd

85-87 COOKRIDGE ST., LEEDS

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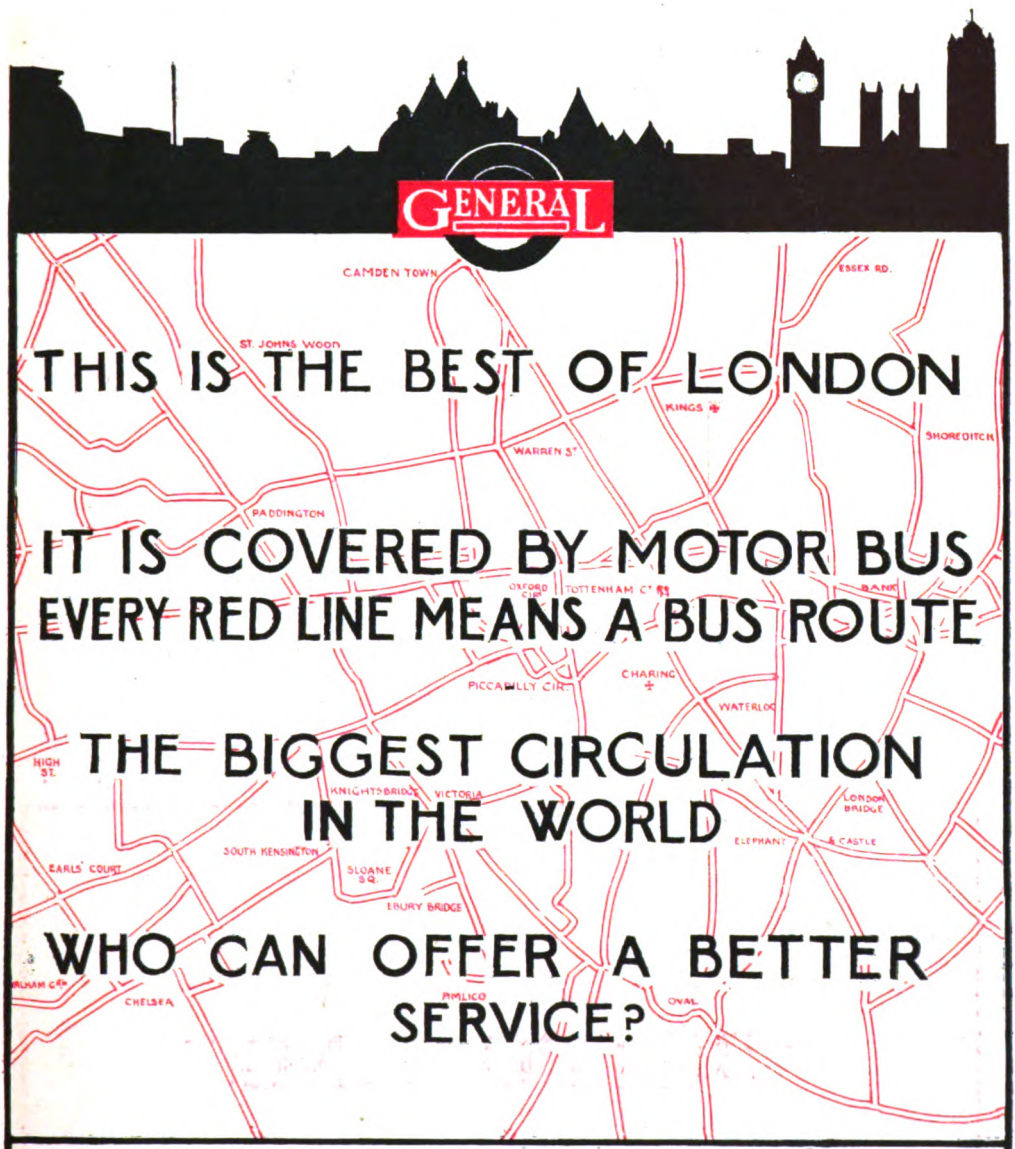

FOR RATES AND PARTICULARS
APPLY TO THE ADVERTISEMENT MANAGER
THE LONDON GENERAL OMNIBUS COMPANY, LIMITED.
ELECTRIC RAILWAY HOUSE, BROADWAY, WESTMINSTER.

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MARKET POINTERS

The Lyons Sample Fair.

THE MOBILISATION of the industrial and commercial resources of France will again be effected at Lyons from March 1st to March 15th, through the medium of the Sample Fair, and though it may seem rather strange to introduce this Fair in a report on the British market for American merchants it must be remembered that a great many British as well as Continental buyers will attend it.

This will be the third exposition of its kind held at Lyons, and despite the difficulties of production and transportation on account of the war the past two fairs were a success.

It was designed primarily to supplant the well-known and ancient Leipzig Fair of Germany as well as to preserve the creative genius of France and bring back to it the prominent place it once occupied in the commercial world.

Towards the middle of the year 1915 the idea of organising a "Sample Fair" had its birth. This patriotic initiative, supported by the Mayor and the Municipal Administration of Lyons, later obtained the patronage of the President of the Republic and of the Ministry of Commerce. A capital of 300,000 francs (approximately £12,000) was subscribed by a company known as the "Société Lyonnaise pour le développement du Commerce et de l'Industrie en France," which was later incorporated and financed the undertaking.

Lyons, both by its geographical situation and topographical features, is well suited to become such a centre. It is itself a great industrial city, the first manufacturing centre in France and the second city in importance.

> "The advertiser's first business is to study the people to whom he appeals; he will not succeed if he can see no farther than the gates of his factory

Advantages of the Site.

The extensive quays of the rivers Rhone and Saone, which have their confluence there, afford splendid advantages for such an exposition, and it was upon these mammoth quays that the Fair buildings were erected. The quays of the Rhone, where a majority of the buildings were placed, are 42 feet wide and extend for five miles along the river.

Lyons is most fortunate, too, in possessing a very enterprising and energetic mayor in M. Herriot, senator of the Rhone and one of the most dynamic personalities in France.

M. Herriot, by the way, is a prospective candidate for the French Presidency, and is thought to have excellent prospects of election. To him the Lyons Sample Fair owes the chief part of the success that already it has achieved. He secured for it both the moral and material support of the French Government, and has made of it a national enterprise.

The first Lyons Fair was held in 1916, when some £14,000,000 worth of business was recorded as having been transacted. At this year's Fair that total was more than doubled.

When one comes to realise the extraordinary war-time difficulties with which its promoters had to contend, notably in the matter of railway transport, for goods and passengers alike, this is surely a most remarkable record, and would seem to place the success of the Fair in future beyond question.

It seems certain that the third Fair will be by far the most extensive and important yet held.

Over 500 applications for stands have already been received, and the rate at which further applications are coming to hand indicates that the new booths, more than 1,000 in number, ordered for new exhibitors, will scarcely prove sufficient to meet the demand.

A Commercial Congress.

In connection with the 1918 Fair a commercial congress will be held. This will be attended by delegates from all the Allied and neutral countries, and subjects of vital importance to future trade of an international character will be discussed. These include:

1. Improvement and regulation of maritime transportation; freight rates; increase and more economic use of merchant shipping.
2. Organisation of financial credits; international commercial banking relations.
3. Commercial representations in foreign markets.

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Commercial Centres of Great Britain

ED. J. BURROW & Co., Ltd.,
PUBLISHERS, REGENT HOUSE,
KINGSWAY, LONDON, W.C. 2

:: ANNOUNCE ::

EARLY ISSUE OF OFFICIAL

COMMERCIAL HANDBOOKS

FOR

**COVENTRY, WOLVERHAMPTON,
LEICESTER, NOTTINGHAM,
WAKEFIELD, DERBY, BURTON, etc.**

THESE HANDBOOKS ARE ISSUED UNDER THE CONTROL OF CORPORATIONS OR OTHER LOCAL PUBLIC BODIES, AND CONTAIN AN EXACT SUMMARY OF THE COMMERCIAL POSSIBILITIES AND FACILITIES OF THE DISTRICT, WITH MAPS, AND ARTICLES BY EXPERTS

A limited number of these useful books is at the disposal of applicants at home or abroad sending 8d. per volume to the Publishers—

ED. J. BURROW & Co., Ltd., REGENT HOUSE, KINGSWAY, LONDON.

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4. International distribution and exchange of raw products.

5. International distribution and exchange of manufactured products.

It is hoped and believed that as a result of these deliberations, conducted as they will be by men of expert knowledge, great economies will be effected in international distribution, and that the vast material resources at the disposal of the friendly Powers will be rendered capable of full exploitation to the general benefit of their peoples.

Traders wishing to secure representation at the Lyons Fair should make application for the facilities they desire at the earliest possible moment. Much as they have been extended these facilities are still limited.

The Fair will evidently provide manufacturers and merchants such an opportunity for effectively advertising their wares, that they can hardly over-value them, and at the same time it will afford buyers an easy means of selecting from all available sources the goods most perfectly adapted to their needs.

Although the exhibits were not at all divided into distinct groups as regards location of stands, on the west bank of the Rhone were to be found the following general departments :

Clothing and wearing apparel, Colonies and collective administrations, divers industries, electricity and gas, furs, pelts and skins, furniture, music and musical instruments, paper and publications, Canadian exhibits, food products.

Directly across the river and extending for a distance of about a mile were the following exhibits :

Automobiles and cycles, chemical products, fancy leather goods, metallurgical and agricultural implements, perfumery, toys, ceramics and earthenware, textile and spinning industries.

The American View Point.

Endeavour has been made to get the American manufacturers' view-point on foreign trade, and we must admit, though we have seriously studied the subject, we can find no good reason why they have not paid more attention to foreign trade development. It is not sufficient for them to say they have enough to do at home, and are content. They owe, every one of them, a higher duty to commercial America. They should get into the markets of the world. We are optimistic as to the future. The States are going to have a merchant marine, and when they have got it there should be no excuse for America not being commercially represented in every corner of the world.

Variety of Demand.

One of the most interesting elements of the American Consular Exhibit was the variety of the demands and the countries which made them. Requests were made at Lyons for American-made goods for South America, Spain, Portugal and every part of Europe and Africa, with the exception of those countries now known as the "Central Powers." Serbia had her merchants getting ready for after-the-war business ; so also had Belgium, as well as Greece and Montenegro. This more than confirmed the opinon that not only Europe, but the whole world, except the United States, was sold out commercially.

A call was made upon the American Consul at Lyons, and once again was given another example of Consular activity, for lo ! the catalogue exhibit at the Fair had been transferred to the Consulate and decorated its great walls in a most systematic manner. Here is conducted throughout the year a catalogue exhibit of American manufacturers, and we were given copies of circular letters which the Consul sends out to all dealers in his district, inviting them to call and take advantage of the same, guaranteeing all information without cost.

Don't forget the next Lyons Sample Fair, which will be held from March 1st to the 15th. 1918. It looks as if there will be another American Consular catalogue exhibit there. Be sure and get in early and send the Consul at Lyons the latest catalogues. Have them printed in French, and don't forget to use the metric system. It's worth while. Let's get a share of the foreign trade.

N.B.

WE particularly direct the attention of our American readers to the service that can be rendered them by THE ADVERTISING WORLD *Information Bureau.*

They may be assured that whatever advice or information it offers is given by an absolutely independent authority, and is not influenced by a regard for any interest other than that of the enquirer.

Everything the advertiser requires to know about the British market and the most practically useful methods of operating in it we are in a position to supply to responsible applicants.

The A. W. Information Bureau,
Sardinia House, Kingsway, W.C.2.

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